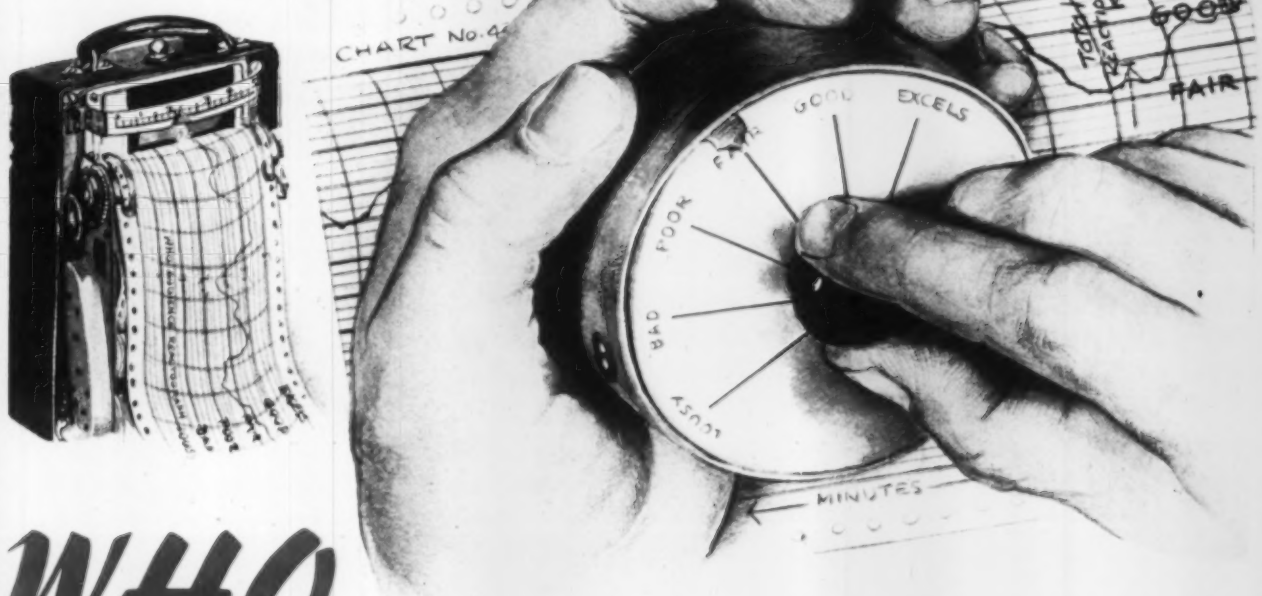
BROADCASTING
The Weekly News of Radio
Broadcast Advertising

Detroit Public Library
Woodward & Kirby Avenues
Detroit 2, Michigan

ANOTHER REASON WHY
IOWA PREFERS WHO



WHO
knows how they rate!

Because WHO's wide-awake Production Department originates so many live-talent shows (often as many as 25 to 30 per day), we felt the need of some reliable method for testing *studio-audience reaction.*

So WHO's alert Engineering Department got to work seven years ago—invented a remarkable little gadget called the WHO Audience Reactograph—designed and then built it in our own research laboratory. On its dial are six familiar words: "Excellent," "Good," "Fair," "Poor," "Bad," and (pardon us) "Lousy."

Groups of from twenty-five to one hundred audience members are given individual Reactograph dials, asked to register their secret opinion of the performance from minute to minute throughout the program. The manner in which they individually set their electrically-operated dials forms an instantly-printed graph of the entire group's average opinion!

Poor performers succumb quickly to such a jury—and good ones get top encouragement. This is a sample of the trouble WHO takes to keep its programs fresh and enjoyable. It's one of the ways in which we prove to Iowa people that their hard-won friendship is something we value and mean to *keep!* So again—Iowa Prefers WHO!

WHO *for* Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

The VOICE of a FRIEND

Inspiring Confidence that Builds Response

MORE than just an announcing voice, Jack Holden is an *old friend* to the people of our four states, because they have been hearing him, buying at his suggestion, getting needed information from him ever since 1931. Many of Grace Wilson's listeners can recall the first night she sang to them over WLS—the night the station went on the air, April 12, 1924. Bill O'Connor carries this same stamp of friendliness, based on years of radio-visiting in WLS-Midwest homes.

With singers, announcers, farm editors, musicians, newsmen on WLS, it is the same. They are accepted as *old friends.* Friends have confidence in each other; confidence brings response. And it is this response which shows in the form of solid *results* for advertisers who use WLS—*the Voice of a Friend* in Midwest America.

Grace Wilson, above, sings "Songs You'll Remember" and her repertoire frequently includes melodies she first sang 21 years ago this week on WLS—April 12, 1924. Bill O'Connor, seen with her in the picture above, is practically an institution on Dr. Holland's Morning Devotions; he is another 20-year WLS veteran.

Jack Holden, left, who has been talking to WLS listeners since 1931. Best known on the WLS National Barn Dance, Jack is equally well accepted as a narrator for special musical and other features.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

Like being introduced by the Mayor

A WARM, friendly introduction means quick, friendly acceptance. It's the door opener to more dealers and their customers.

The hometown station that serves the local merchants, the banks, the gas company and other hometown business can give you an introduction that has the advantage of direct contact with your market.

It enables you to meet and tell your story to more people at one time. Nobody gets bypassed by accident. You reach them all.

Yankee's 21 hometown stations will take you into every downtown and neighborhood shopping center in New England. That's the most inclusive selling job that can be done for you in New England by radio.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

ished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

COL. LUTHER HILL, on leave as executive vice-president of Iowa (now Cowles) Broadcasting Co., who for the past two years has been commanding officer of Redistribution Center No. 2 in Miami, is slated to become deputy chief of the Army's Bureau of Public Relations in Washington under Maj. Gen. Alexander D. Surles. A West Pointer, Col. Hill probably is in line for a brigadier generalship.

WHEN THE CURTAIN rolls back at San Francisco, don't be surprised if J. Leonard Reinsch, managing director of the Cox radio stations, fourth term radio director of the Democratic Committee and the Administration's radio trouble-shooter, is behind the broadcasting footlights. State Dept. is after him, but it's up to his boss, former Gov. James M. Cox.

SAN FRANCISCO also may witness debut of the President's new mike stand [CLOSED CIRCUIT, March 19], designed by Mr. Reinsch and produced at WSB Atlanta. The rack accommodates two broadcast mikes, one movie and one PA mike. Multiple-mikes would be out.

MILTON EISENHOWER, the energetic president of Kansas State College and younger brother of Gen. Ike, may effect innovation in educational broadcasting. He is mulling full-scale commercial operation and major network affiliation (probably NBC) for KSAC Manhattan, station licensed to Kansas State U. Receipts would go to university.

MOVIE PRODUCERS, who have taken such avid interest in television, are exploring possibility of "pig squeal" video, on a subscriber basis, a la Subscription Radio. No one yet has developed the "squealer", which will obliterate the picture for non-subscribing set owners. With Will Hays presiding, 25 top movie executives recently heard Chairman Porter of the FCC state flatly that video was not to be considered a Hollywood bauble.

G. BENNETT LARSON, network producer and manager and part owner of WWDC Washington, may emerge soon as executive director of WPEN Philadelphia, now owned by the *Bulletin*. He would retain his network and Washington connections.

WHAT WILL STEVE EARLY do when he concludes more than 12 years as Presidential secretary? While his name has been mentioned for NAB presidency, motion picture "czar" and other responsible posts, most plausible report is that he will become public relations counsel, operating in Washington and New York. Radio firms, such as RCA and NBC, in that event might be numbered among his patrons.

IF AND WHEN FCC approves transfer of KFPY Spokane (one-third each to Ed Craney, John Wheeler and Saul Haas for total consideration of about $450,000), look for regional

(*Continued on page 74*)

Upcoming

WCHS Charleston, W. Va. license renewal hearing before FCC examiner 10 a.m. April 9.

WGBF Evansville, Ind. license renewal hearing (duopoly) before FCC examiner 10 a.m. April 10.

FCC Clear Channel Hearing, Washington, May 9.

Bulletins

WBKB, Chicago television station, in the usual Wednesday 12:30-1 p.m. off-air period, is now presenting a Treasury War Finance variety series on War Bonds expected to run through the Seventh Loan.

* * *

CAPT. E. M. WEBSTER, chief of communications of U. S. Coast Guard, last week was elected chairman of the Interdepartment Radio Advisory Committee (IRAC), which handles frequency allocations for Government agencies and which precipitated controversy over place in postwar spectrum of FM and television. Col. A. G. Simson, in charge of Liaison Branch, Army Signal Corps, becomes vice-president, and M. H. Woodward, chief, International Division, FCC, was reelected secretary.

* * *

AS A RESULT of inquiries, George Ludlam, chief of the OWI Domestic Radio Bureau, will send a letter to all advertisers, networks and stations urging them to stick to regular allocations when V-E Day comes. If additional messages are desired they should be written from the fact sheet on the Job Ahead in Japan, reminding listeners of the war in the Pacific still to be won.

* * *

FIVE radio program directors will go on an observation tour of the Mediterranean theatre as soon as arrangements can be completed. The trip is to acquaint program directors with actual battle conditions so that they may make war programs more realistic. Expected to go are Frank Telford, Young & Rubicam; Robert Shayon and William Robson, CBS; Anthony Leader, NBC; and perhaps Peter Lyon, national president of the Radio Writers Guild, whose work schedule may interfere.

SHORTAGE?

MANPOWER shortage notwithstanding, when the greatest forest fire hazard in years developed in Michigan over 300 men were netted in an hour by an appeal over WKBZ Muskegon by conservation authorities. Shortly after the first appeal it was found necessary to issue a second—this one to shut off the supply of volunteers who were rapidly overcrowding the area.

Business Briefly

EXPANDING SPOTS ● Wildroot Co., Buffalo, expanding spot radio for Cream Oil Formula to 226 stations through BBDO, New York, April 16 starts one-minute transcribed spots on a network of 64 Keystone Broadcasting System stations. Firm is adding spots on WMIN KEEW WHBF KXYZ KOB WFAA WBAP WMBR, programs and participations on WEEI and WHAS.

NO MIDDLE COMMERCIALS ● Revere Copper & Brass Inc., New York, metal producer will have no middle commercials in its first radio show *The Human Adventure*, a dramatization of scientific progress. Produced by Chicago U., half-hour show will be Wed. 10 p.m. beginning July 4. St. George & Keyes, New York, is agency.

BASEBALL HOOKUP ● Griesedieck Bros. Brewery, St. Louis, has signed seven stations for its hookup of broadcasts on the Cardinals and Brown baseball games. Stations are WIL St. Louis, KHMO Hannibal, KFRU Columbia, KDRO Sedalia, KFVS Cape Girardeau, Missouri; WJPF Herrin, WKRO Cairo, Ill. Agency, Ruthrauff & Ryan.

COFFEE QUIZ ● M. J. B. Co., San Francisco, for coffee has signed 52-week contract for *Meet the Missus*, quarter-hour quiz Friday 2:45-3 p.m. on CBS network of seven Pacific Coast stations, through BBDO, San Francisco.

TOBACCO CO. RENEWS ● Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes, Sir Walter Raleigh tobacco), on April 27 for 52 weeks renews *People Are Funny* on 133 NBC stations Friday 9:30-10 p.m. Agency, Russel M. Seeds Co., Chicago.

CIRCUS PARTY ● Annual circus party for servicemen's children, given by *Fitch Bandwagon*, NBC 7:30 p.m., will be held April 1 at the Ringling Bros. Barnum & Bailey Circus, at Madison Square Garden, with F. W. Fitch Co., Des Moines, the sponsor, as host.

20TH CENTURY LEASES WIXG

TWENTIETH CENTURY FOX FILM Corp., New York, has leased from General Television Corp., Boston, video station WIXG, which "will actually be a station operating as a public service." Policy and programming plans have not been determined. Company will apply to the FCC for an experimental license for the station, which has been inactive. Arrangements are being made to renovate equipment.

BEAL NAMED V-P

RALPH R. BEAL, assistant to the vice-president in charge of RCA Labs., and for nine years research director of RCA, was elected vice-president of RCA Communications in charge of engineering at a board meeting Friday. Joseph V. Heffernan, who was appointed general attorney of RCA in January, was elected vice-president and general attorney of RCA.

in the country's BIGGEST community...

WMCA is THE community station!

"Too many stations adopted the convenient ostrich technique . . . but from New York . . . came a strong and hopeful voice, and the voice belongs to WMCA."

So said Variety when it singled out WMCA as the *only* New York station to receive a 1944 Showmanagement Plaque Award. *Fourth* award in a three-month span.

Through such continued public recognition, WMCA occupies a unique place in New York radio. It has won authoritative *acceptance* for its community efforts.

Next step? More of the same . . .

Like WMCA's new program, "New Yorkers at War," heard Monday, Wednesday and Friday at 6:30-6:45 PM. This show has the same importance—for the *Metropolitan community*—as "Mail Call" for *servicemen!*

"New Yorkers at War" enables families and friends of New York, New Jersey and Connecticut men overseas to hear actual front-line interviews with those men. Plus last-minute news of their assignments . . . their deeds and medals . . . and in the case of the wounded, their *current* hospital records.

"New Yorkers at War" will enable an advertiser to win the unparalleled loyalty of the people in the Metropolitan area. An area in which WMCA is the community-*accepted* community station.

Representative:
Weed & Company

wmca
NEW YORK

To get the latest news first—
in New Orleans . . .

Or in Jackson County, Florida

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio

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SOL TAISHOFF
Editor and Publisher

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HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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SUBSCRIPTION PRICE $5.00 PER YEAR, 15¢ PER COPY

UP 81.5% THAT'S JET-PROPULSION

A fast climber . . . built to last . . . a safe investment for now and the future — that's WSIX. . . . Let's take a look at the record! . . . For the two year period ending in January, our over-all Hooper average rose 81.5%. NOW, WSIX has more daytime listeners than any other Nashville station — and

BLUE AND MUTUAL listeners are spenders! If you are looking for a booming market with over a million people who are potential customers for your product, don't overlook Nashville. And if you want to make this powerful trade area yours quicker and for less money — then buy WSIX.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

5000 WATTS

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

980 KILOCYCLES

The 1944 George Foster Peabody Radio Award for outstanding meritorious Public Service by a Local Station of One thousand watts, or less, was given to

WIBX

UTICA, NEW YORK

for

"Cross-Rhoads"

A weekly program dramatizing the actual battle experiences of returned veterans. Originating at Rhoads General Hospital, Utica, N.Y. — all personnel appearing on the program, including the announcer, are patients at the Hospital.

WIBX is proud of this recognition and our heartfelt thanks go to the entire Hospital Staff at Rhoads and especially the returned veterans for their devoted service and co-operation.

WIBX
1230 ON YOUR DIAL
CBS
UTICA NEW YORK
"the voice of the mohawk valley"

YOU can sponsor this great network radio show — locally

HERE ARE OTHER NETWORK PROGRAMS YOU CAN SPONSOR LOCALLY

RAYMOND GRAM SWING: World-famous news analyst, broadcasting direct from Washington. Early evening, Mon.-Fri., 15 minutes.

JOHN B. KENNEDY: Famed writer, newsreel commentator and radio analyst, direct from New York. Early afternoon, Mon.-Fri., 15 minutes.

THE PRIVATE LIVES OF ETHEL AND ALBERT: They live like the rest of us—only funnier! Popular daytime comedy. Broadcasting direct from New York. Monday through Friday.

CORRESPONDENTS AROUND THE WORLD: Direct from all the history-making hot spots of the globe, 14 Blue Network correspondents bring the news right from where it's happening! Mornings, Sun.-Fri., 15 minutes.

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it—the White House, Cabinet, Congress. Midday, Mon.-Fri., 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous news analyst who has broadcast from all over the world. Early A.M., Mon.-Sat., 15 min.

KIERNAN'S NEWS CORNER: Walter Kiernan direct from New York. One of the outstanding human interest reporters of our time. Mon.-Fri., early evening, 15 min. Available East only.

DICK TRACY. Famous juvenile adventure series. Late afternoon. Monday through Friday, 15 minutes.

LIVE Broadcasts

You pay only for your own area

HEADLINE EDITION presents the day's news in a dramatic new way—brings the men and women IN PERSON who make the news. Many world-famous personalities appear on this show. They broadcast *right from where the news happens.*

HEADLINE EDITION can be *your* show, can help sell your products or services right in your territory! Here's how it works . . .

The program is broadcast LIVE over the coast-to-coast Blue Network at a popular early evening period (7 P.M. Eastern War Time), Monday through Friday. Your local Blue station announcer gives *your* commercials during the broadcast—and identifies this great show as *yours.*

Your sales message, linked with this big network program, will have added appeal—build more sales and prestige for you. The cost is low because you pay *only your area's share* of the program's national cost. Consult your local Blue Network station or contact the Cooperative Program Department of the American Broadcasting Co., Inc., 33 West 42nd St., New York, or Merchandise Mart, Chicago.

AMERICAN BROADCASTING COMPANY, INC.

THE BLUE NETWORK

KFOR
ON
THE AIR

. . . ADVERTISERS
KEPT HAPPY
with
HOOPER
BOOSTING
BROADCASTS

In Lincoln, and Its Trade Territory, the Latest HOOPER, Monday through Friday, from 8 a. m. to 6 p. m. Shows:

KFOR 46.25
Station "A" . . . 29.4
Station "B" . . . 19.6

That's Why Sales Opportunities Galore Await You in KFOR's Beautiful and Ultra-Modern New Studios in Lincoln, Nebraska.

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

Feature of the Week

BRIGHT SPOT on the muddy horizon of the Italian Front is the 5th Army's Mobile American Expeditionary station, still wheeling entertainment and news to the 5th's fighting men as they drive up "The Boot". It is now one year old, earning a higher "GI Hooper" every day it operates.

The station went on the air as a fixed unit operating from the gatehouse of a Fascist estate overlooking the Bay of Naples. The 5th was soon out of reach of the broadcast waves. Lt. Vern Carstensen, station manager, and an ex-announcer of KROS Clinton, Ia., decided to dismantle the station and mount it on a truck. Maj. Francis L. McAloon, then assistant Special Service Officer with the 5th, secured much of the equipment and the O.K. for the project.

Close to Front

The unit rolled through Volturno, Caserta, Sparanese. The boys at Anzio weren't hearing the signal. The unit moved to within sight and range of the big guns. The men turned in from their foxholes with whatever receivers they could scrape together.

Many of them used mess kits as receivers, together with ear phones they had "requisitioned" from combat engineers who used them to find German mines.

During the year the station has rolled more than 500 miles across rough Italian mountain country. It has moved nine times—each time returning to the air within 24 hours or less. When the 250 w station was inadequate for reaching the extreme northern positions of the Army, the boys boosted the tired transmitter to 1000 w. Broadcasts hit their objective.

They broadcast 16 hours a day, seven days a week. Much of the material is written and produced by the staff, some programs are furnished by the Armed Forces Radio Service, Information & Education Division, Army Service Forces. There are 15 news periods.

Station Cited

Lt. Gen. Mark Clark, 5th Army's Commanding General, presented the station with a citation and awarded the 5th Army Plaque and Clasp for "meritorious service. Often in the face of serious obstacles," the citation continues, "this organization has established an outstanding record in the performance of services invaluable to the 5th Army. . . ."

Each man at the Station is trained to "double in brass" and in an emergency is capable of stepping into any one of the jobs. At present the staff consists of: 1st Lt. Carstensen; T/5 Warren J. Ostrode, editor and assistant station manager; T/4 Harold Tucker, T/5 Lloyd Murray, code interceptors; T/4 William T. Griskey, former Philadelphia announcer, T/5 Russell W. Shepard, T/5 Harold Klein, announcers; Pfc Johnny Rapp, ex-writer for the Eddie Cantor show, continuity and production; S/Sgt. Walter C. Kirk, T/3 George T. Piros, T/3 Leroy J. Hathan, Pfc Charles L. Range, who was a CBS sound engineer, all engineers; T/4 Edward E. Reicher, chief clerk.

Sellers of Sales

APPROXIMATELY 1½ million dollars worth of time a year is the responsibility of vivacious Frances Valthuys, time buyer for Sherman K. Ellis & Co., Chicago.

A native Chicagoan, Frances attended the Chicago City College where she majored in English. She intended to teach the subject but in 1933—during the depression years—she switched to a business course.

She became secretary to J. L. McKee, president of the Medinah Club, Chicago.

Two years later (1936) she joined the Toth Agency to handle the Pabst Beer account and act as the secretary to the media director, Morris Schenker. She remained with the agency until February 1939 when she joined the Pabst Co. as secretary to the merchandising director. In September 1939 she became assistant media director to Caroline Bonnensen at Sherman & Marquette, Chicago, where she first came into contact with radio time buying. She was associated with the agency until Nov. 1943 when she joined Sherman K. Ellis.

FRANCES

As space and time buyer for the latter agency, she handles Quaker Oats, Aunt Jemima, McLaughlin Manner House Coffee and Penn Salt Co.

Frances lives with her parents on the North side. Her hobbies are music, dancing and making her own hats. She likes detective stories and serious non-fiction as well as philosophy. Swimming and walking are her favorite sports.

One of her chief dislikes is the misspelling and mispronunciation of her name. She says she had a "lot of requests to change it but no offers."

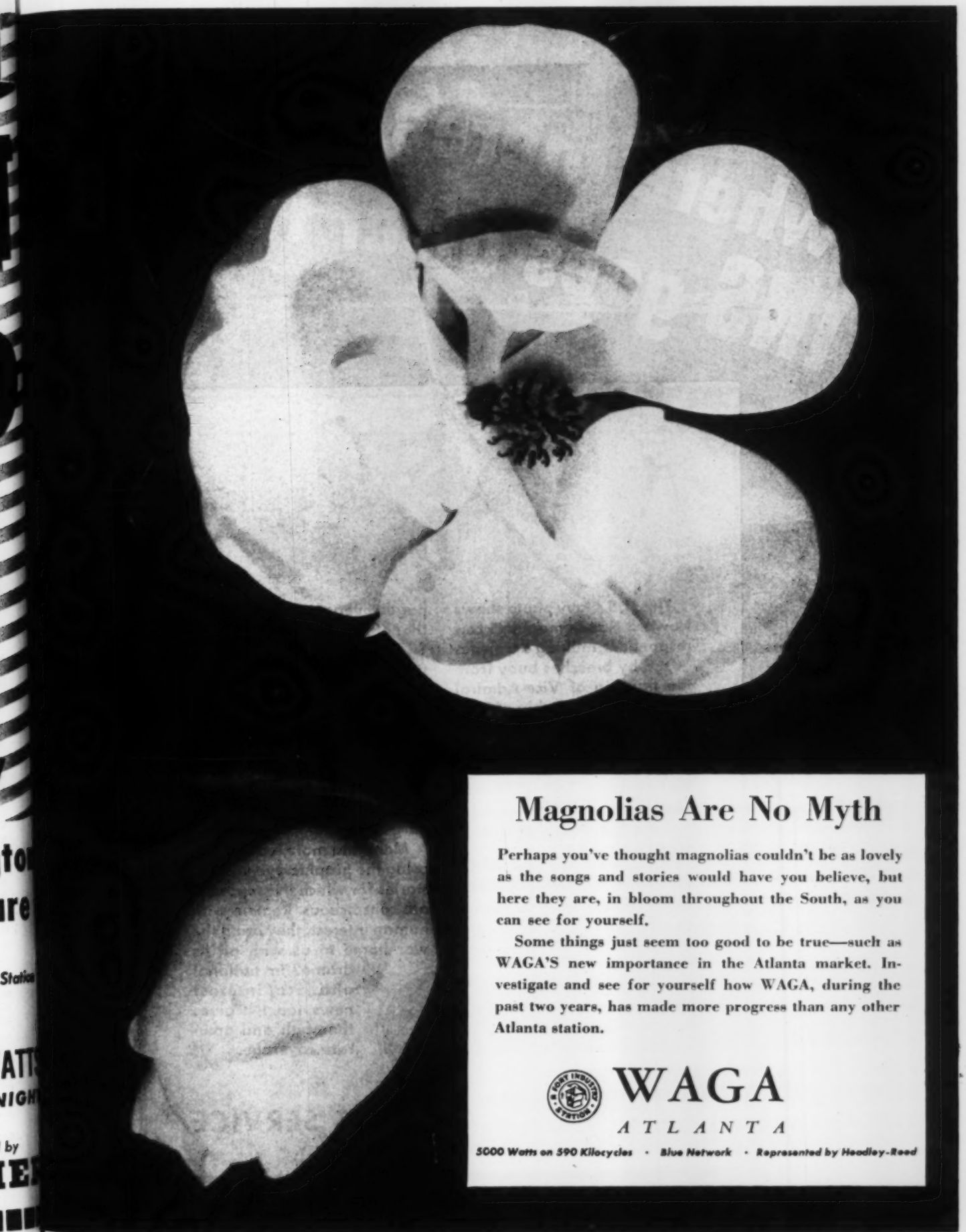
Sell with WDEL

Wilmington
Delaware

NBC Basic Station

5000 WATTS
DAY and NIGHT

Represented by
RAYME



Magnolias Are No Myth

Perhaps you've thought magnolias couldn't be as lovely as the songs and stories would have you believe, but here they are, in bloom throughout the South, as you can see for yourself.

Some things just seem too good to be true—such as WAGA'S new importance in the Atlanta market. Investigate and see for yourself how WAGA, during the past two years, has made more progress than any other Atlanta station.

WAGA

ATLANTA

5000 Watts on 590 Kilocycles · Blue Network · Represented by Headley-Reed

This U. S. Navy photo shows Howard Handleman, INS correspondent, making a transfer at sea by breeches buoy from the flagship of Vice-Admiral Barbey to the flagship of Rear Admiral Fechteler. The caption is the Navy photographer's, an unofficial recognition of a well-known fact—"Where There's News INS Goes After It." And appropriate for a slogan, by the way.

Handleman is one of the top-notch reporters on INS' round-the-world staff. His accounts of the recapture of Attu, of the Marshall Islands operations, of the landing in Leyte, of the campaign on Luzon and the storming of Corregidor made front pages everywhere. He is author of the best-seller, "Bridge To Victory," a stirring narrative of the recapture of Attu.

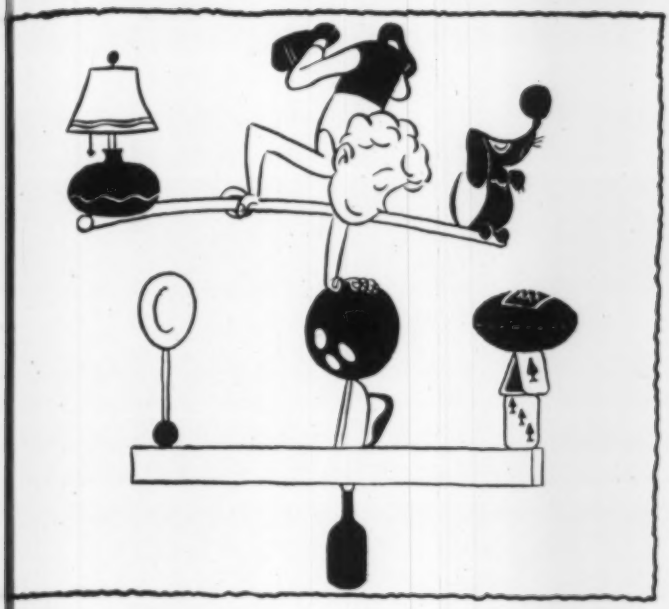
In a recent letter, Handleman writes, "Corregidor for me was the toughest beach so far and I have covered eight landings. That afternoon is only a memory of machine gun bullets killing men in our barge."

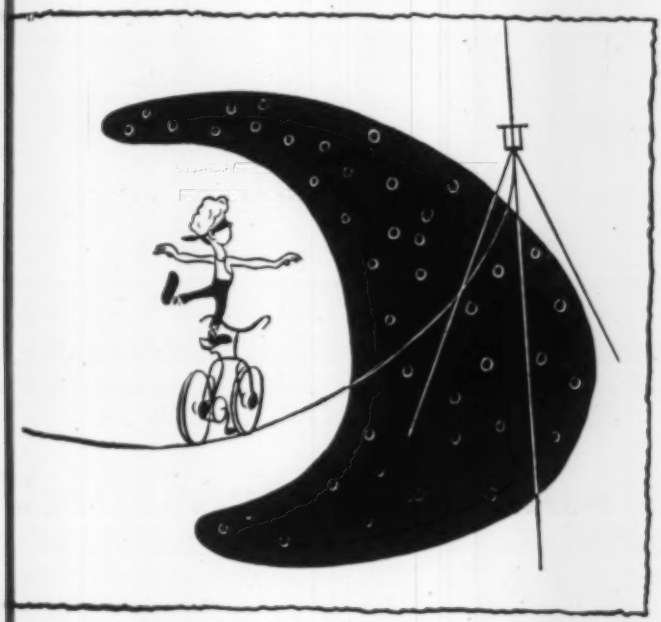
More and more, editors are using the graphic, eye-witness stories for which INS reporters are conspicuous. Replete with human interest, they bring the war home to us with all its drama. In national and local interest news, too, INS gives thorough and accurate coverage.

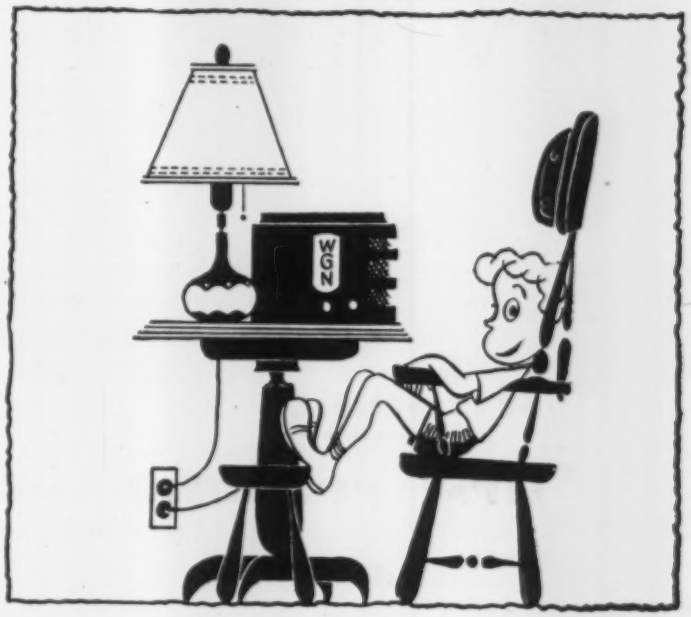
INS

INTERNATIONAL NEWS SERVICE

235 EAST 45th STREET, NEW YORK 17, N. Y.







Little Elmer says: "You're always on terra firma when you use WGN in the Chicago market where WGN's leadership in local and national spot advertising continues dominant among the major stations."

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET,
W YORK 17, N. Y. • WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.

"He looks silly, but he's the one who first recommended spot broadcasting!"

● Looking back over the thousands of agency and advertiser "contacts" we've had since 1932, it's interesting to ponder on the *kind of men* who have battled hardest for spot broadcasting. 99 times out of 100, they've been the hard hitters, the men interested in nothing but *results.*

Maybe that's why spot broadcasting has grown so enormously—and will continue to grow.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
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BROADCASTING and BROADCAST ADVERTISING

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Clear Channel Parley May Alter All Radio

FCC Order Hints Band-Wide Probe Of Broadcasting

By SOL TAISHOFF

SOMETHING akin to a full-scale reallocation of standard broadcast facilities, rather than a restricted reappraisal of clear channels, can be expected to stem from the so-called "clear channel" hearings scheduled to get under way May 9 before the FCC. This is evident not only from the FCC's order setting forth the issues for the proceedings—which conceivably could last several months—but also from recent conferences of attorneys and engineers with FCC department heads.

Basic Data First

That the proceedings will embrace more than a technical physical reallocation and will go into the whole underlying philosophy of broadcast allocations and service seems certain. The hearings probably will be the most comprehensive ever conducted by the FCC.

Practically every issue raised over standard broadcast station operation—power, program duplication and network service—and new ones in the offing, such as the effect upon the national service pattern of FM and television—will fall within the purview of the inquiry. Existing engineering standards, admittedly outmoded, also will be up for review and basic testimony in connection with those standards and service requirements will be adduced.

As things stand now, the Commission plan is to get the hearings under way on the scheduled date May 9, at which preliminary data will be covered. Then, if necessary, the Commission proposes to recess to give the various groups time in which to prepare technical exhibits, many of which must be based on new engineering surveys. Availability of manpower and equipment also will be factors. Wartime restrictions may augur even greater delays than FCC attorneys and engineers now anticipate.

Whereas existing allocations are premised wholly upon technical limitations, advancement of the art since the present standards were established in 1928, it is generally felt, makes it incumbent upon the Commission to reach a determination on such matters as program distribution (as distinguished from context) before it can shape a structure that would best conduce to equitable nationwide standard service.

Another fundamental which must be established before any scientific distribution method can be devised, program-wise, is that of whether FM stations will provide identical or different program service from stations in the standard broadcast band. The Commission has made no statement of policy on this. Nor has it stated whether eventually it will construe ownership of FM and AM stations in the same area as constituting "duopoly". The fact that the Commission, prior to wartime freezes, licensed FM stations to AM operators in the same community is not regarded as adequate assurance, particularly where substantial investments are involved which could not be amortized for a number of years. Where FM will fit into the overall structure insofar as coverage pattern is concerned also constitutes a fundamental question.

Major Change Possible

From the comprehensive hearings may evolve the first basic change in allocation principles since 1928, when the present clear-regional-local structure was developed. The 1941 NARBA reallocation (Havana Treaty) was based on the technical fundamentals established by the former Radio Commission in 1928, which were reaffirmed after the extensive broadcast allocation hearings in 1938. It was at the 1938 hearings that the existing engineering standards first were adopted.

It is evident that the Commission plans extensive testimony on economic aspects of station operation, along with its inquiry into program duplication. Even in the early days of the Radio Commission, whose functions were taken over in 1934 by the FCC, the question of duplication of network programs was at issue.

It is likely too, that before positive action is taken, the FCC will make legislative recommendations to Congress designed to revamp the law to make possible the changes in regulatory policy which would be entailed in developing a new broadcast structure. Implicit in the hearing procedure will be revision of the Havana Treaty, because of the clear-channel breakdown factors. This will entail clearance through and negotiations by the State Department.

Open Mind Policy

The allocation proceedings are being approached on the basic technical certainty that even if all of the 106 channels in the standard band were distributed on an optimum basis geographically, it would be impossible to provide primary broadcast service throughout the country and also supply sufficient duplicated facilities in centers of population to afford a competitive program service of, say, four major networks. It is recognized, therefore, that a substantial portion of the remote areas of the nation will be forced to rely upon the secondary signals of clear channel stations.

It must be assumed, of course, that the FCC goes into these epoch-making proceedings with an open mind. This has been emphasized in the only public statement from the Commission—the address on March 12 of Chairman Paul A. Porter, who emphasized that no conclusions had been reached and that the FCC proposes to get all the facts before it undertakes to draw up revised allocations or regulations.

Nevertheless, there has evolved, at least on the part of some members of the FCC, the attitude that clear channels place too much strength in the hands of too few and that increased wattage would tend to aggravate that condition.

Giving incentive to this view and

(Continued on page 60)

Stations Draw Battle Lines For Clear Channel Hearings

Large Number of Appearances Filed; Definite Data Withheld Pending Engineering Reports

ONE of the toughest battles and most difficult decisions in its history faces the FCC on May 9 when hearings are scheduled to begin on clear channel broadcasting.

With deadline for filing appearances last Monday, 45 licensees of 53 stations, three major networks, one regional network, three farm organizations and an individual had filed to participate in the hearings.

Disclosures Not Made

Although many of the individual stations and groups withheld names of witnesses and issues pending reports from four committees set up at an engineering conference, others set forth definite issues they plan to touch, indicating that the Clear Channel Broadcasting Service will be aligned on one side and the Regional Broadcasters Committee on the other.

The CCBS didn't disclose its presentations, but Louis G. Caldwell, general counsel, notified the Commission in his filing that 16 member stations would participate. These include KFI WFAA WSM WHAS WHAM WJR WOAI WBAP WCAU WWL WHO WSB WGN WLW WLS KDKA.

Neither did the Regional Broadcasters Committee, of which John Shepherd 3d is chairman, make any commitments, other than to list Dr. G. W. Pickard and Paul F. Godley, consulting engineers, as definite witnesses. Paul D. P. Spearman, general counsel, notified the FCC that the issues of the Regional group could not be determined until after the engineering committees report their respective findings.

Several additions were announced last week to the four special committees set up last month at the informal conference between Com-

(Continued on page 61)

Donald Withycomb Is Named To Blue Washington Office

APPOINTMENT of Donald Withycomb, veteran broadcast executive, as Washington representative of American Broadcasting Co. (Blue) became effective today (April 9). Mr. Withycomb, who will continue to direct American's International Division, will be associated with K. W. Berkeley, Blue's Washington representative.

Mr. Withycomb

In his new capacity, Mr. Withycomb will report to Robert E. Kintner, American vice-president in charge of news and public service activities. Mr. Kintner will continue to divide his time between New York and Washington.

Mr. Berkeley, Mr. Kintner announced, will remain as head of the Washington office, in addition to his duties as general manager of WMAL, American Washington outlet owned by the *Evening Star*.

In announcing the appointment, Mr. Kintner said Mr. Whitycomb will be responsible for liaison between the company and the Government. The appointment is the "first step" in the Blue plan to expand Washington facilities, he said.

A pioneer in commercial radio, Mr. Withycomb began his career as executive assistant to M. H. Aylesworth, first president of NBC in the late 20's, afterward becoming station relations manager for both the Red and the Blue, then owned by RCA. In 1935 he became general manager of WFIL Philadelphia, a consolidation he was instrumental in working out between WFI and WLIT, time-sharing department store stations. He left that post in 1939 and became identified with the Coordinator of Inter-American Affairs, heading the Brazilian section.

Just a year ago Mr. Withycomb returned to network operation as manager of the Blue's International Division, a newly created post. While the network maintains no shortwave stations, it contemplates entering the field and has been utilizing point-to-point circuits to transmit programs to foreign countries.

Mark Woods, American president, declared coincident with Mr. Withycomb's appointment that he will be in a good position to carry on the international activities, destined to be of increased importance following the war, from his Washington headquarters.

Doans on Coast

FOSTER-MILBURN Co., Buffalo, in addition to its national spot radio schedule for Doan's pills, this week starts sponsorship of a quarter-hour news program by Gil Martyn thrice-weekly on 12 Blue-ABC Pacific Coast stations. Business placed through Spot Broadcasting, New York.

Ward Child Show

WARD BAKING Co., N. Y., maker of Tip-Top bread, has started a quarter-hour children's show, *Tennessee Jed*, five times weekly on WGN Chicago and stations in other Ward markets. Created and produced by J. Walter Thompson Co. New York, the program is on 52 week contract.

Medi-Sweet Test

CHILDREN'S PHARMACAL Co., (Medi-Sweet, proprietaries for children), on March 19 began a test spot announcement campaign of two to five spots weekly on four Indianapolis stations, WIRE WFBM WISH WIBC. Contract for 26 weeks was placed by Wade Adv. Agency, Chicago.

Waltham to Sponsor All WABD For Blue During V-E Day

WALTHAM WATCH Co., Boston, will sponsor all time breaks on the time to be taken over V-E Day by Blue-ABC on WABD New York, the DuMont station. Watch firm will be the first commercial video sponsor signed by Blue-ABC since the network entered television. There is no time-charge on WABD, but Waltham will pay production costs.

Number of time signals will total about eight, depending however on the length of time to be used by the Blue for its special V-E Day presentation, which may run from three to five hours. Commercials placed through N. W. Ayer & Son, New York, will probably be limited to straight credit for the sponsor.

Blue-ABC has arranged for the time a presentation tentatively set to include films of major World War II battles, live broadcasts by commentators, and special films taken in the Blue newsroom on V-E Day and telecast as soon as processed. The whole plan is contingent however on whether or not the Government officially approves the V-E celebration idea.

Drawn for BROADCASTING by Sid Hix

"He's Not Very Accurate—For a Sharpshooter!"

Discount Discussed

OPEN forum discussion of the continuing discount took place at the Chicago Radio Management Club last Wednesday. Most members objected to the discontinuing of continuing discounts. It was pointed out the agency rate should not have to be earned each 13 week period and that the continuing discount eliminated some of the bookkeeping problems. A committee of timebuyers will be appointed by president Harlow Roberts to study the matter.

Lorillard Baseball

P. LORILLARD Co., New York (Old Golds), for the third successive year will sponsor games of the Washington Senators. WOL will carry day games and WWDC night games. Russ Hodges will announce. For the first time Sunday and holiday games will be broadcast. Recorded versions will be shortwaved to servicemen. Agency is Lennen & Mitchell, New York.

First Farm Census Data in Fortnight

Survey Now Half Completed; Stations Thanked for Aid

ENUMERATION work for the 1945 quinquennial agricultural census is about half complete, J. C. Capt, director of the Census Bureau, Dept. of Commerce, announced last week. He declared that every facility of the Bureau is being utilized to hasten publication of preliminary tabulations which are being urgently awaited by agricultural, industrial, business and governmental agencies for use in wartime and postwar planning.

Radio Data Later

Radio is being used extensively in furthering the five-year census both for recruiting enumerators and for enlisting cooperation of farmers in filling out schedules, said William F. Callander, chief of the Bureau's Agriculture Division. He expressed appreciation for the generosity of all stations in making time available for Census field men and Dept. of Agriculture agents who have been cooperating with the Bureau.

First county returns will be issued in a week or two, Mr. Callander said, but will be confined to data on crops, livestock, acreage and number of farms. Tabulations on farm ownership of radios, electric and telephone facilities, automobiles, tractors, etc., will be available about four to six weeks later. State totals will begin to appear in the fall and national totals should be available by next winter.

Releases on Request

Preliminary releases on county totals, covering basic agricultural information, will be obtainable upon request from the Census Bureau, Washington 25, D. C., as long as limited supplies last. As returns from all counties in a state are compiled, a series of state bulletins will be issued and will be available by purchase from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

$50,000 for Flit

ANTI-MOSQUITO spot radio campaign for Flit insecticide starts the last of this month on 14 stations throughout the South and Southwest, and will continue until September. With radio budget of about $50,000 Stanco Inc., New York, maker of Flit, plans to use dramatized one-minute announcements featuring sound effects from the hum of a giant mosquito to swatting noises. Stanco also plans to revive for this campaign its famous slogan, "Quick, Henry, the Flit". After a year's absence Henry will reappear on the radio, in newspapers and magazines. Agency is McCann-Erickson, New York.

V-E Day to Clear Way for New Stations

Transmitters May Be Made Available This Year

WITH FLEXIBILITY as the basic policy for civilian production to insure sufficient manpower and materials to prosecute the war in the Pacific, the War Production Board indicated last week that broadcast transmitters and receiver equipment in good supply should be rolling off the assembly lines within a year after V-E Day.

Explaining procedures to carry out the reconversion program submitted to the President and Congress by James F. Byrnes, former director of the Office of War Mobilization & Reconversion, WPB Chairman J. A. Krug told a news conference he expected that within the first year after organized resistance is declared ended in Germany "there will be a substantial release on production of most everything." Asked specifically if that included radio, he answered "yes".

Big Backlog

With a backlog of 666 applications pending before the FCC last week for new FM, television and standard broadcast stations, it immediately became apparent that 1945 will start a record period for new station construction. Unlike receivers, which can be put into production on short notice, it will require six to nine months for transmitters to be available in volume. Transmitter tubes, amplifiers, microphones, turntables, and other broadcast equipment can be turned out in shorter time and may be expected by fall while transmitter units will be reaching completion in winter. By 1946 there should be increased supplies for new stations.

Several factors will affect the volume of receivers which can be put on the market in 1945. Perhaps the most important is tubes. There will be a continuing demand for this item from the military, although in reduced volume as compared to current requirements. Industry will likely allot part of the civilian margin for much needed repair of existing sets. How much will be left over for new sets and the quantity of surplus tubes which can be recovered for assemblies will pretty much determine this year's receiver output. Of course, an earlier end to the Japanese war than is now anticipated would solve the tube problem.

Types of Sets

Another factor, and one which would affect the availability of quality sets, is the determination by FCC of FM and television allocations. With the possibility that the war in Europe may end at any moment, manufacturers are faced with the necessity of gearing their facilities for the new frequency assignments. Any delay beyond the May 1 date indicated by the Commission for final allocations might result in manufacturers engaging in a competitive race to dump thousands of "cigar box" AM receivers on the market at bargain basement prices. Such a development is regarded as by no means unlikely should V-E Day come before the allocations are announced.

A third factor which may play an important part in receiver sales involves manufacturers' policies regarding types of sets to be designed after V-E Day. Some of the larger producers—those who will continue to carry the brunt of military requirements for the war with Japan—will produce only combination sets in the future and will hold off until they are prepared to use their facilities to this end. They are expected to employ strong advertising appeals to induce consumers to wait for their products, emphasizing the new developments of FM and television in postwar. In sharp contrast to this group will be a large number of small producers eager to capture a waiting market for small AM sets to replace defective and unrepairable receivers or to serve as standbys until FM and television programs are more commonplace.

FCC Prepared

A fourth factor in the receiver picture concerns the prices. Unless OPA permits margins to cover increased costs of components, overhead and labor, manufacturers will be inclined to withhold sets from the market. Conferences are now being held to discuss this situation.

The FCC is prepared to process station applications just as soon as controls on construction and materials are relaxed. Chairman Paul Porter told the NAB District 4 meeting in Washington last month that "on the very day the WPB gives the green light for civilian station construction, the Commission will be besieged for prompt action on some 500 FM applications [388 now on file], almost 100 television applications now on file and many, many more to come in these and other services."

Pointing out that additional appropriations will be needed by the FCC for expanding its facilities to handle this enormous work-load, Chairman Porter said the Commission's goal is to give 30-day service on all applications which can be granted without hearing and 90-day service where hearing is necessary. "If we achieve this goal," he asserted, "the development of postwar broadcasting will be expedited, employment opportunities created for returning veterans and others and when final victory over our enemies is achieved we should be ready to move forward without undue delay."

It is expected that WPB will grant partial release to the several large transmitter manufacturers now engaged in war work, permitting a gradually increasing portion of their production to be devoted to civilian transmitters as military needs taper off. The Board plans to withdraw its controls on communication equipment before broadcasting, which will follow as soon as critical communication needs are satisfied.

Wasmer Sells KHQ for $850,000 Plus

Bankers Buy Outlet Subject to FCC-SEC Approval

IN A UNIQUE transaction which will entail action both by the FCC and the Securities & Exchange Commission, Louis Wasmer, Spokane broadcaster, has sold KHQ, Spokane regional and NBC outlet, to Straus & Blosser, Chicago investment bankers, for a net figure of $850,000—before adjustments. Arthur L. Bright, former manager and part-owner of KFPY Spokane, will become president and general manager of the new KHQ Inc., and will purchase a 15% interest.

Other owners, who would acquire their interests through the Chicago investment firm, are undisclosed, presumably until such time as the transaction is approved by the FCC and the SEC.

The sale—several months in the making—is in accordance with the FCC "duopoly" regulation, since Mr. Wasmer also owns KGA in Spokane. He will continue operation of that station, a Blue outlet. Mr. Wasmer recently was placed on inactive duty after having served for some two years in the Army Air Forces as a major.

The sales contract provides for an $850,000 sales figure, plus liquid assets, which are estimated to amount to approximately $445,000. Since KHQ Inc., the new company, would acquire Louis Wasmer Inc., as a corporate entity, the transaction, as of the time of its execution, would entail $1,295,000.

Mr. Bright, for many years associated with KPFY, CBS outlet, recently contracted for the sale of his one-third interest in the station to the Queen City Broadcasting Co., operating KIRO Seattle, of which Saul Haas, collector of customs in Seattle, is the majority stockholder and president, for a reported figure of $150,000. It is understood he is reinvesting that sum, plus additional funds, to acquire the 15% interest in KHQ, and to become its active operating head.

The balance of the stock, according to the sales agreement, already has been allocated to principals by Straus and Blosser. Their identities, however, will not be divulged until after FCC action, and issuance by SEC of the requisite registration certificates. The stock probably will be closely held. Probably a small syndicate will assume control. Pending FCC action, the Chicago investment house will guarantee the transaction and the financial stability of the prospective owners. Earnings of the station will accrue to Mr. Wasmer until the closing date.

The contract has been in negotiation for some weeks, both in Chicago and Spokane. The agreement was completed by Judge John C. Kendall, of Portland, attorney for Mr. Wasmer and by the firm of Gottlieb & Schwartz, of Chicago, representing Straus & Blosser. Franklin G. Schmick, partner in the investment firm, was the principal for the new KHQ Inc.

Upon approval of the sale, KHQ will be separated immediately from KGA. They now have separate studios and offices, but dual transmitter operation probably will continue until wartime freezes on technical equipment are thawed. The staffs likewise will be separated.

Applications for the transfer, it is expected, will be filed with the FCC this week, through the Washington law offices of Fisher & Wayland.

MIKELESS and phoneless, Lt. Col. A. A. Schechter, communications officer for Gen. MacArthur, nevertheless completed his mission April 2 as honor guest at a luncheon for radio and press executives at the 21 Club, New York. His host was J. V. Connolly (r), president, King Features Syndicate. Col. Schechter, before becoming NBC director of news and special events, was city editor of INS.

WKAT to Mutual

WKAT Miami, operating with 1,000 w on 1360 kc, will become a Mutual affiliate June 15, 1945, the network announced last week. Station's shift to MBS from its present network, Blue-ABC, was anticipated last December with announcement that WFTL, Mutual's Miami affiliate, would join Blue-ABC [BROADCASTING, Dec. 18]. WKAT is owned and operated by A. Frank Katzentine. Application has been entered with the FCC for a boost in power to 50,000 w.

Congress Keeps Hands off FM Allocation

McDonaldPressure Campaign Scored By Porter

By BILL BAILEY

CONGRESS will adhere to a strictly "hands-off" policy with reference to allocating FM in the spectrum, despite efforts by Comdr. E. F. McDonald, president of the Zenith Radio Corp., Chicago [BROADCASTING, March 26], to induce Congressional intercession in the FCC proposal to move FM to the 100-mc region.

Members of the Senate Interstate Commerce Committee made that clear Friday as they disclosed a sheaf of correspondence between Comdr. McDonald, Congress and FCC Chairman Paul A. Porter.

The Commission is expected to release its allocations above 25 mc in the next fortnight.

Commission Is Capable

"We plan no investigation into the location of FM or any other technical phase of broadcasting," Committee Chairman Wheeler (D-Mont.) told BROADCASTING. "That's a job for the Commission. We have a capable Commission and I have confidence in its judgment. The allocation of FM is not a matter for legislation. It's an administrative function."

Sen. Clyde M. Reed (R-Kan.), member of the Committee, took a similar view. Sen. Chan Gurney (R-S.D.), former broadcaster, likewise felt that allocating the spectrum is a duty of the FCC and not of Congress.

Comdr. McDonald on March 20 addressed telegrams to members of the Senate Committee, the House Interstate & Foreign Commerce Committee and the House Merchant Marine & Fishery Committee, which used to handle radio, protesting the move of FM as proposed by the Commission, and recommended the FM band begin at 46 mc. At the same time, Sen. Wheeler was informed Comdr. McDonald sent copies to other manufacturers and to owners of Zenith sets.

Meantime other developments occurred in the proposed allocations above 25 mc. Dr. W. R. G. Baker, General Electric vice-president and chairman of the Radio Technical Planning Board, filed a letter last week with the Commission requesting that certain data presented at secret sessions March 12 and 13 be declassified. His request followed a letter from C. M. Jansky Jr., Washington consulting engineer and chairman of RTPB Panel 5 on FM, declaring that "it is the opinion of a number who attended the two-day classified hearing that not only does the issue still remain, but the position taken by Panel 5, FM broadcasting, has been justified to even greater extent than previously."

John Shepard 3d, Yankee Network chairman, wrote Mr. Porter that a questionnaire sent manufacturing firms by the FCC, seeking additional information as to costs of building sets in the 40-mc band and the 80-mc region, didn't go far enough. It should have distinguished whether the information was for a "genuine FM set or not." He also suggested that no mention was made of "what the delay would be to produce FM sets at a rate which will provide optimum utilization of plant capacity" available after the war "on a band beginning at 84 mc instead of a band beginning at 44 mc".

Didn't Go Far Enough

Along with the McDonald telegram, Members of Congress received wires from Dr. Baker, Ray H. Manson, vice-president of Stromberg-Carlson Co., Rochester, N. Y., Frank Freiman, Magnavox Co., Fort Wayne, Ind., concurring in Comdr. McDonald's opposition to moving FM.

Sen. Reed wrote Comdr. McDonald as follows: "The modulation matter is one that is left entirely in the discretion and control of the FCC. It is not a question for legislation. It is a highly technical subject which properly comes under the administrative powers of the FCC."

Chairman Porter, in his reply to a telegram from Comdr. McDonald, scored him for not appearing during public hearings and presenting his views. He advised the Zenith head that the Commission's conclusions "will reflect our determinations of the requirements of the public interest as distinguished from the immediate short-range interest of any group, including private manufacturers."

In lengthy letters to Sens. Wheeler and Reed Mr. Porter asserted that the industry was generally in agreement with all of the Commission's proposals relating to FM except location in the spectrum.

"Mr. McDonald states that General Electric, Stromberg-Carlson and Zenith oppose the proposed FM move," he continued. "He fails to note that Philco, Crosley, Hallicrafters, Motorola and other manufacturers favor the change."

In a letter to Sen. Reed Chairman Porter said: "Let me say that I have not reached any conclusions in my own mind. I will be guided largely by the recommendations of our own technical staff whom I believe to be competent, disinterested and without any private axe to grind."

TEXT OF PORTER LETTER

DEAR MR. MCDONALD:

I have received your lengthy telegram containing the representations you have made to Members of Congress, and regret that you have seen fit not only to misstate the facts in a telegram, but have refused the opportunity afforded you to appear at hearings where your testimony would be under oath and subject to cross-examination by interested parties and by the Commission.

On Aug. 15 and 17, 1944, and again on Jan. 15, 1945, the Commission invited all interested parties to appear and present testimony and oral argument on these matters. Pursuant to such notices, 261 witnesses and oral arguments from 34 interested parties have been heard at public hearings, and scores of briefs have been received. You failed to make an appearance. Your representative was present at oral argument, but sat mute. The Commission is now about to reach a decision on the basis of a 5,000-page record, and more than 600 exhibits. May I suggest that hereafter, in formal proceedings before the Commission, you file your appearance in the appropriate manner, in order that your sworn evidence may be received and given the full weight it deserves along with those of other parties.

The FCC is the agency of Congress created by them as an expert body to determine these technical matters. As heretofore stated, we had offered full and complete opportunity for you to present your views to this agency under procedures which Congress established for this purpose, and you failed to avail yourself of such an opportunity.

Your representations to Members of Congress are incomplete, inaccurate and misleading, and although I have no desire to engage in controversy with you over the Commission's final decision, I can assure you that the final determination of this highly technical problem will be based upon the Commission's appraisal of the voluminous record of expert testimony and not upon ex parte representations such as yours. Further, you may be assured that the Commission's conclusions will reflect our determinations of the requirements of the public interest as distinguished from the immediate short-range interest of any group, including private manufacturers. PAUL A. PORTER, Chairman, FCC

Mutual Launches Energetic Drive for Better Programs

WITH A GOOD budget at his command, Phillips Carlin, Mutual vice-president in charge of programs, has embarked on an energetic campaign for the overall strengthening of the network's program structure. This will entail both the addition of a number of new programs of commercial caliber and a rearrangement of the program schedule, he said last week.

Citing two new series which started last week—*Arch Oboler's Plays*, Thursday, 10-10:30 p.m., and *Calling All Detectives*, Saturday, 9:30-10 p.m.—as examples of the quality of program he expects to bring to Mutual, Mr. Carlin announced that a new half-hour show will start April 29 at 2 p.m., with Dorothy Arzner, the Hollywood director, as mistress of ceremonies. Essentially advice on domestic problems, the program will be presented in novel dramatic form.

Vocabulary Program

This program will probably be moved to an evening period when time can be arranged, Mr. Carlin explained. At that time, *What's the Good Word*, vocabulary lesson sugar-coated with comedy, which starts April 15 in the Sunday, 10:45-11 p.m., spot, probably will be lengthened to a half-hour and shifted into the Sunday afternoon schedule where it can reach a larger family audience, he said. A series based on G. K. Chesterton's Father Brown stories, now in the preparation stage, may also be added to the Sunday afternoon schedule.

Another program being auditioned at Mutual is *Roundtable of Romance*, a comedy-quiz show with a quartette of young women answering questions submitted by listeners and being heckled by a masculine objector to their feminine logic. A number of other programs are being auditioned, Mr. Carlin stated.

In the mornings, Elsa Maxwell starts April 30, 11:15-11:30, five days a week, replacing June Porterfield, which has been available for local sponsorship. Another co-op program *The Handy Man*, 4:45-5 p.m. is also being dropped, Mr. Carlin said, stating that in the future only programs which can be sold by a reasonable number of Mutual affiliates will be kept in the network's co-op line-up.

Henry Gladstone's news report, broadcast on WOR New York, 10-10:15 a.m. six mornings weekly, sponsored alternately by Hudson Pulp & Paper Co. and Serutan, will also be fed to the network, Mr. Carlin said. He also reported that he is looking for a commentator to open the network at 9 a.m. and that a half-hour audience participation program is under consideration for the 10:30-11 a.m. period.

Size doesn't mean a thing!

That's a 155 mm. gun . . . "Long Tom" the troops call it. But that type gun was silent for four days during one of the German counter-attacks. No ammunition.

So size . . . and being on the spot . . . don't mean a thing in guns or radio stations.

Radio stations need ammunition too. That's why in this five-station, network town an independent is the big buy. It's the station with sales ammunition that delivers the greatest number of listeners per dollar spent.

Blunt facts and figures are available to prove that W-I-T-H is your best bet for sales in Baltimore . . . America's 6th largest market.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Silen to Build New Station in Manila

Former Head of KZRH Tells Experience As Prisoner

By DOROTHY WILLIAMS

BERT SILEN, NBC's Manila correspondent who built four radio stations in the Philippines capital and later blew them to bits, now wants to buy a new one.

Mr. Silen

Back in the States after more than three years in the Jap prison camp of Santo Tomas, Mr. Silen last week told the story of how he and some fellow radio men, on Dec. 31, 1941, immediately prior to the Japs' entry into the open city, set off five cases of dynamite, completely leveling Manila's four radio outlets, all of which Mr. Silen had originally established.

Accused of Sabotage

"When the Japs tooks over, I was accused of sabotage, according to international law," said Mr. Silen who, besides his NBC correspondent's duties, was station manager of both KZRH and KZRC, NBC affiliates.

"They held me prisoner and questioned me for seven days. The only thing that save my life was a scrawled receipt on the back of an old envelope which one of the Army officers gave me before our troops pulled out for Corregidor. He acknowledged receipt by the Army of our stations and all equipment so the conclusion was that Army demolition squads had blown up the buildings. But convincing the Japs took three days of fast talking."

After the initial questioning period, Mr. Silen, his wife, Marge, and their three daughters were taken to Santo Tomas where he began publication of two camp newspapers.

About life in the prison camp and the treatment of prisoners, Mr. Silen told a far less cheerful story.

"Our guards on the whole were pretty decent and let us run our internal affairs through an elective council," he said. "The cruelest touch was the systematic starvation of prisoners. They gave us food in bulk but almost entirely lacking in calories. During the last six or eight months, we were losing seven or eight people a day from slow starvation."

Japs Seize Gifts

Last December after the U. S. occupation of Mindoro Island just south of Manila, Mr. Silen said, the Japs cut prisoners down to a minimum existence diet of 140 grams a day, or less then four and one-half ounces of ground pig corn and soya bean mash. There was no food shortage on the island, he said. Jap guards had meat each day and more than a pound of rice at every meal. At Christmas, the Catholic Women's League, an organization of Filipino women in Manila, packaged 4000 two-pound boxes of food for distribution among the 3750 internees—or prisoners of war as they were by then classified—in Santo Tomas.

"The Japs confiscated the packages and passed them out to their wounded soldiers," Mr. Silen said. "And then they had the gall to run an article in the Jap-controlled press saying that the Women's League had collected these boxes for their troops in appreciation of benefits received under the Jap occupation."

Other aspects of prison camp life Mr. Silen discussed only briefly. The filth, the flies, dysentery, heat, the lack of medical supplies and clothing—those things became routine, he said, and eventually were almost accepted as normal.

"The worst came when American troops began their campaign to free us," he explained. "There were two large buildings in the camp, one of which our soldiers took right away. The Japs were in the other one with about 200 of us as hostages.

"Actually they used us as shields, firing from the third story windows at American soldiers as they advanced, trying to liberate us. That was worse then anything that happened in the whole three years."

After a 36-hour parley between the commanders and a safe conduct guarantee for Jap troops, Mr. Silen and the others were released on Monday, Feb. 5. On Feb. 7, he delivered his now famous broadcast to the States over the Army shortwave station:

"Hello, NBC. As I was saying when I was so rudely interrupted over three years and a month ago. . . ."

Mother Faints

His mother, listening to her radio in San Francisco, fainted.

Already accredited to Gen. MacArthur's headquarters as a war correspondent, Mr. Silen went forward with the Army to help free his wife and daughters from Los Banos, a camp outside Manila to which they had been transferred in December along with about 150 other Santo Tomas inmates.

It was there—at the end of three long years of horror and suspense and courage that Mr. Silen's oldest daughter, Betty, 20, was shot and seriously wounded. "We thought we had killed all the Japs around the camp," Mr. Silen said, "but just as Betty stepped out of the barracks door, with a Catholic nun on each side of her, a Jap who had been hiding closely in a ditch jumped up and fired at her. An American soldier promptly blew his head off."

Betty was rushed to the nearest Army field hospital, a trip which required four long hours, Mr. Silen said. Although she is now almost fully recovered from her wound, an other operation is necessary, he explained, and she will be flown from Manila to Letterman General Hospital in San Francisco as soon as possible.

Mrs. Silen and two other daughters, Shirley, 19, and Joan, 11, are due to arrive by boat about the first of May, Mr. Silen said.

Mr. Silen, who appeared on Shaeffer Pen Co.'s *World Parade* at 3 p.m. Sunday on NBC, will spend this week in Washington conferring with various Government officials. After that, his plans are not yet definite but the first thing on the schedule, he says, is to buy himself a new radio station for that day in the future when he goes back to Manila.

"Manila is my home . . . I live there 15 years unless you count the three in Santo Tomas . . . and me, I don't."

FCC LEGALITES

Mr. Wilkinson

Mr. Marks

VERNON L. WILKINSON (r) takes office as FCC assistant general counsel in charge of broadcasting, about April 20 [BROADCASTING, April 2]. Leonard H. Marks (r), newly appointed assistant to the general counsel, will devote his efforts to helping General Counsel Rosel H. Hyde handle expanded communications activities.

Signal Corps Shift

THE SIGNAL CORPS has transferred to the Army Air Forces its procurement, inspection, storage and issue of communications, wire and radio that pertain to the AAF. All funds, functions, personnel, equipment, facilities and records of the Signal Corps peculiar to this work are being shifted. Total personnel transferred was 6,277.

Fund for BMB Survey 72% Subscribed

First Phase of Drive Complete With 490 Stations Signed

CONCLUDING the first phase of its membership drive—the NAB district meetings—the Broadcast Measurement Bureau last week was assured 72% of the necessary funds to make its first biennial survey as 56% of potential station members had signed up, Hugh Feltis, BMB president, announced.

A telegram from Col. Harry C. Wilder to BROADCASTING on Thursday, announcing that his four stations had signed BMB contracts in the interests of a united industry, brought to 490 the standard stations now members of the new measurement organization. The Wilder stations are WSYR Syracuse, WTRY Troy, N. Y., WKNE Keene, N. H., WELI New Haven, Conn.

As of April 5, a tabulation of BMB subscriptions disclosed that 490 standard U. S. commercial stations, four FM stations and a Canadian border outlet had subscribed $360,285 annually to the BMB. Since the survey will be conducted every two years, the first to start about March 1946, the total subscriptions for the survey aggregate $720,570. It is estimated that the biennial measurement will cost $1,000,000.

Going into the home stretch of the NAB district meetings, Paul Morency's District 1 meeting in Boston held the record of signing 91% of stations attending the meeting, but in Detroit last Monday and Tuesday, District 8, of which John Fetzer of WKZO WJEF is district director, copped the district director's prize, when 29 of 30 stations attending, or 97%, subscribed.

"The first part of our battle is won, now comes some hard, intensive work contacting stations not yet members," said President Feltis on his return to Washington from Detroit. "We have not contacted any stations except through the district meetings. Because of travel restrictions, many broadcasters remained at home. Consequently we hope to increase our membership and reach our goal of $1,000,000 within a relatively short time." Mr. Feltis left Washington

(Continued on page 67)

WKY Covers *The Biggest Part* of Oklahoma's General Merchandise SALES

WKY Covers 37% MORE Than Oklahoma's Second Station!

AN advertiser who wants to promote a product sold in department, variety, dry goods or general merchandise stores in Oklahoma can do it most effectively and economically over WKY.

WKY covers that portion of Oklahoma in which 58.3% of the state's $120,886,000 in general merchandise sales are made.

WKY, by itself, covers more listeners in Oklahoma than any other station, but what is more important, it covers the biggest-buying part of Oklahoma. WKY's morning primary coverage of 1,079,500 population, representing 53.5% of the state's total, rings up 59.4% of Oklahoma's retail sales, 57.4% of its food sales, and 60.1% of its drug sales. The people of this area possess 58.0% of the state's effective buying income and the farmers of this area, furthermore, receive 65.2% of Oklahoma's annual $407,805,000 cash farm income.

When you choose WKY to carry your selling messages, you choose the station that reaches more people in Oklahoma, more of its buying power, more actual listeners and MORE CUSTOMERS FOR YOUR PRODUCT OR SERVICE than any other station can deliver, and at the lowest unit selling cost.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

WJJD CHICAGO'S LARGEST INDEPENDENT STATION

Monte Randall
is moderator of
"CHICAGO SPEAKS" FORUM

CHICAGO'S OUTSTANDING PUBLIC SERVICE FEATURE

Under its new management

WJJD

has increased public service

73%

This represents 18% of WJJD's time on the air

Chicago's foremost symposium of expression, featuring prominent Chicago personalities, dignitaries, civic leaders and citizens in all walks of life . . . who give . . . from their own standpoints . . . their views on vital Chicago topics about which the public is anxious to hear.

"Chicago Speaks" Forum is one of WJJD's many audience-compelling public service programs which constitute 18% of WJJD's time on the air.

SATURDAYS

2:30 • 3:00 OVER WJJD

WJJD, Inc., 230 N. Michigan Ave.
CHICAGO 1, ILLINOIS

PAUL M. RAYMER
366 Madison Avenue New York City

WJJD

A Marshall Field Station 1160 *20,000* WATTS

KGW Orders All Commercials Eliminated on Its Newscasts

WLW Limits Opening Announcements; WOR Refuses To Accept 'Exaggerated' Advertisements

WHILE the *St. Louis Post-Dispatch* last week continued its campaign against middle commercials in newscasts, KGW Portland threw the campaign for a slight loop by announcing that it was eliminating all commercials in newscasts—front, middle, and rear. WKY Oklahoma joined the campaign by announcing that it has never allowed a middle commercial in newscasts.

'Public Service'

WLW Cincinnati limited opening announcements to sponsor and product identification and WOR New York planned to accept no advertising that is "exaggerated, unnatural or over-styled". A survey conducted by Crossley for WOR found two women listeners answered "no" to every "yes" to the question "Do you object to advertising on news programs?" Men were about equally divided.

Arden X. Pangborn, KGW managing director, said his station has gone a step farther than NBC in elimination of middle commercials from newscasts and all news will come to listeners purely as a KGW feature. "We believe that news broadcasting is more than ever a public service," he said.

At WKY the current activity reminded station executives that the question of middle commercials was settled there 2½ years ago when news service was first offered for sponsorship after 6½ years without any commercial tie-in.

Robert E. Dunville, WLW general manager and vice-president of Crosley Corp., said the commercials will be given after all important news events have been completely covered. After the commercial, feature items, international, national or local news will be given. Length of the "middle commercial" will be limited to one minute and thirty seconds.

Will Bar "Flash"

Mr. Dunville said the station will continue to prohibit such introductions to commercials as "Flash", "Bulletin", and "Here is some good news". WLW was the winner of the George Foster Peabody award for "outstanding reporting of the news".

The Crossley survey in New York included 5,847 men and women of all economic levels in New York City, northern New Jersey, Westchester and Nassau counties. Of the 4,914 women polled 67% had no objections to advertising on radio news shows; 32% did object and 1% had no opinion. Of the 933 men queried 48.4% voiced no objections, 48.7% said they objected and 2.9% had no opinion. T. C. Streibert, president of WOR, pointed out the question was deliberately phrased to prompt the greatest amount of negative reaction and cited the extremely small percentage of "no opinion" answers as indicating the definite opinion listeners hold on this controversial subject.

In a statement WOR officials pointed out that they believe radio advertising, when properly conceived and executed, constitutes a real service to the radio audience. The application of their policy of not accepting objectionable advertising, does not forecast indiscriminate elimination of any practice, such as middle commercials in news, recorded spot announcements or singing jingles.

AAF, Pacific Photo

IT'S A REUNION in the Marianas for these radio veterans, Capt. Ward D. Ingrim (l), radio officer for the AAF, Pacific Ocean Areas, now producing programs for broadcast to the States, and Maj. Ted Steele, radio officer of War Dept. Bureau of Public Relations, who is getting material for the *Army Hour* pickups from the Pacific. For two years they were together in the AAF radio production unit in Santa Ana, Cal. Before joining the Army, Maj. Steele was account executive with Benton & Bowles, New York. Capt. Ingrim was with Mutual-Don Lee, San Francisco.

Federal Agencies Act to Halt XELO From Alleged Conspiracies to Defraud

REACHING across the border the Government last week took preliminary action in an attempt to crack down on XELO Juarez, Mexico badlands station which, reaching a vast U. S. audience with its 100,000 w beam, has been getting away with a program service long taboo on U. S. stations.

W. E. Branch, engineer and concessionaire of the station; his wife; "Margo", psychoanalyst and fortune teller, and her assistant Jean Nichols were charged by postal inspectors and the U. S. Attorney's office with using the mails to defraud and conspiracy to defraud.

Four Arrested in El Paso

The four were arrested in El Paso, the U. S. headquarters of XELO and mailing address. The complaint is that Margo offered to send a 10-cent booklet and the answer to three personal problems for $1 but it is held no such booklet exists. The Government's case rests in the determination of how far its jurisdiction may go in controlling the operation of stations playing tag across the border.

Branch was released on $5,000 bond and his 24-year-old wife. Lois, on $2,500 but Margo is wanted on other counts. She was also arrested on an indictment from the Dallas County Grand Jury in connection with $600 in cash missing from the safe deposit box of a confidant.

A telegram from the Dallas sheriff requested the arrest of "Margaret Porter, alias Margo Porter, alias Margo Merritt, alias Sheila Wright, alias Mrs. Jack A. or Marjorie A. Halliburton, fortune teller." Margo denied the names and the charges but the Dallas assistant district attorney said more charges may be filed against her and added that she has posed as a psychoanalyst for a long time, advising citizens on their personal affairs.

Both Margo and her assistant failed to make bond. They were in the middle of a six-week run on XELO when arrested. Margo's predecessor, Irene Noble, whose fan mail and dollar bills far outweighed her's, had signed an affidavit agreeing never to sell her services over the air as a psychologist or fortune teller.

Arraigned before the U. S. Commissioner, Branch refused to comment. His wife, though, was "confident we have done nothing wrong." Branch's dour attitude changed, however, and a local paper describes him as gaily thumbing his nose at its photographer who came out first in fisticuffs later on with some bodyguards or friends who tried to stop the picture-taking. The photographer finally got a picture but the 47-year-old, 298-pound subject had effectively hidden himself behind his slim daughter who accompanied him.

Last of the border stations, XELO has been the source of considerable State Dept. inquiry and has been charged by stations in Texas with violating the Havana Treaty. Branch is the principal owner under a Mexican corporation. The station originally was located in Tiajuana but its 800 kc wavelength was shifted to Sonora, under the Havana Treaty. Branch however, managed to get a temporary special authorization from the Mexican Ministry of Communications to operate in Juarez. He is still operating under that grant.

Time is sold for novelties, trinkets, life insurance, advice to the lovelorn and for other questionable practices definitely not countenanced by the FCC. By moving from its assigned area the station is causing adjacent channel interferences with Texas stations.

Builder of many stations in the States including some in Fort Worth, Memphis, Chicago, and Los Angeles, Branch later had a hand in several of the border stations including the construction of the notorious Brinkley border station, XER, at the time the most powerful in the world.

KPHO, WMFR SHIFTS ARE FILED AT FCC

APPLICATIONS have been filed with the FCC for acquisition of control of KPHO Phoenix by Rex Schepp, president and now third-owner, and for voluntary assignment of license of WMFR High Point, N. C., from a corporation to a new partnership composed of six members of the James E. Lambeth family. Corporation is owned by James E. and Helen M. Lambeth.

In the Phoenix transaction, Mr. Schepp purchases 216⅔ shares common stock (21⅔%) for $17,333.33 from Central Newspapers Inc., owner of WIRE Indianapolis and WAOV Vincennes, Ind., which desires to withdraw its interest, as the station is located outside of Indiana and all other business interests of firm are in that state.

James and Helen Lambeth divest themselves of all but a 16⅔% interest each in the High Point outlet, dividing equally as a gift the remaining interest among their four children: James Jr., Ralph M., Frank S. and Molly H. Lambeth. James E. is also director and part owner of WGBG Greensboro and president and 40% owner of Standard Chair Co., of which James Jr. is general superintendent. Ralph M., now in the Army, is manager and president of that station. Helen M. is also part owner and secretary-treasurer.

Transfers Granted

CONSENT has been granted by the FCC to voluntary transfer of control of McDowell Service Co., licensee of WRBW Welch, W. Va., from J. W. Blakely, Gladys H. Blakely and J. Read Werness to Clarence H. Frey and Robert O. Greever, owners of WLOG Logan, W. Va. Desiring to retire from broadcasting, according to application, the transferors sell all 150 shares outstanding stock for $67,239 to Messrs. Frey and Greever (25 sh each); Joe G. Hunt (50 sh), wholesale beverage distributor; W. R. Keyser (25 sh), editor of the *Welch Daily News* and general manager and treasurer of the Welch Pub. Co., and Ellis Landreth (25 sh), business manager of Welch Pub. Co. Mr. Frey is also publisher of the *Logan Banner*. The Commission granted KTBC Austin, Tex., voluntary assignment of license from State Capital Broadcasting Assn. to Claudia T. Johnson, sole stockholder and wife of Rep. Johnson (D-Tex.).

Senate Group Told State Dept. Opposes International Communications Merger

COMPLETELY reversing the stand expected of it, the State Dept. went on record Tuesday before a subcommittee of the Senate Interstate Commerce Committee as opposed to a merger of international communications and dubious about the value of even a partial merger.

W. L. Clayton, Assistant Secretary of State, giving the department's viewpoint, stated: "If any merger is undertaken, it hopes that it will be so limited as to permit competition between the different kinds of service, including competition between the cables and radiotelegraph, and that such exceptions may be made, even to this rule, as to provide for special cases."

Based on Trade Interests

Surprised by the State Dept.'s apparently changed viewpoint, Chairman Wheeler (D-Mont.) remarked it is embarrassing and confusing to Congress to have the various departments vacillate so. Sen. McFarland (D-Ariz.) interrupted Mr. Clayton's testimony frequently, demanding some scientific backing for the Department's suggestions. Mr. Clayton replied they are not based on such knowledge but merely on an interest in trade and international relations. Rather than give reasons for the Department's opinion Mr. Clayton placed the onus upon others. He said, "It is surely not too much to say that the burden of proof must be on those who would substitute monopoly for our traditional competitive system in any field."

Specifically the department suggests that in "dealing with foreign interests and the technical problems involved in the efficient utilization of frequencies and coordination of radio and cable services, the remedy lies in unified control of policy at the Government level, rather than in unifying competitive operations."

In the Department's opinion the most that should be considered at present is merger within each type of service that would retain competition between the wire service, radiotelegraphy and radiotelephone, according to Mr. Clayton.

The "high degree of specialization" maintained by Press Wireless Inc. in the field of press communications, Mr. Clayton said, makes it desirable to leave the company out of any merger. Sen. Wheeler concurred with the sole reservation that the frequency problem might make this impractical. The State Dept. also assumed that broadcasting would be left out of the setup and although it is studying the problem, has reached no conclusion on frequencies for international shortwave broadcasting.

Sen. Wheeler, after being told that the State Dept. spoke only for itself, as it was assumed other departments did, said that he had spoken to Judge Samuel Rosenman, White House advisor, and gathered that the President is in favor of a consolidation.

Brig. Gen. H. M. McClelland, air communications officer appearing on behalf of the Army Air Forces, said "there should be specifically excepted from any merger, permissive or mandatory, air traffic control communications, and safety devices as they pertain to aircraft." This is in agreement with the position taken by the CAA. The general mentioned that the nature of the service will continue to require allocation of frequencies exclusively for aircraft control.

A closed executive session was held Wednesday with FCC Chairman Paul Porter, Mr. Clayton, and Army and Navy representatives. Industry witnesses are supposed to be heard when the next session convenes and Sen. Wheeler stated that Adm. Stanford C. Hooper, retired naval communications chief, has decided to appear as a witness.

OWI has started a Sunday series of programs beamed to Portugal to answer questions of Portugese natives about the United States. OWI broadcasts similar programs to France, Italy and Spain.

Universal Broadcasting Net Formed in California

WITH linking of KSFO San Francisco and KPAS Pasadena, formation of a new California network to be known as Universal Broadcasting Co. effective April 15, was announced by Wesley I. Dumm, president of Associated Broadcasters Inc., and Pacific Coast Broadcasting Co. Wilt Gunzendorfer, manager of KSFO in addition to his station duties, has been appointed manager of UBC. He will coordinate the activities of the Universal System, Mr. Dumm said. Loyal King continues as manager of KPAS. With start of the new Universal Broadcasting Co. Mr. Dumm said a definite allocation of network time will be devoted to public service programs.

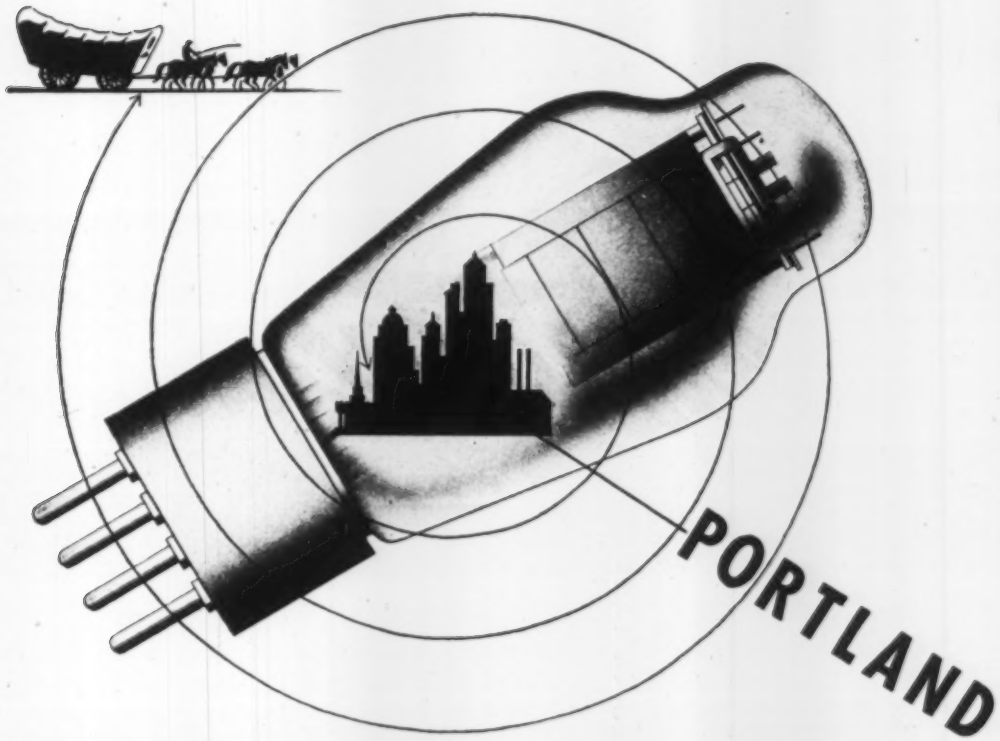
Mr. Gunzendorfer

WNYC Service Series

A PROGRAM of recorded interviews with New York servicemen and women on fighting fronts, *New Yorkers Overseas*, is heard twice weekly over WNYC New York, which began its interviews in 1940 with New Yorkers going into the armed services. After broadcasts, records are presented to the families of service people interviewed.

"SURE, WE'VE BUILT UP A LOT OF BUSINESSES, BUT ISN'T THIS GOING A LITTLE TOO FAR?"

KSOO
SIOUX FALLS, SO. DAKOTA
1140 K C - 5000 WATTS
National Representatives
HOWARD H. WILSON CO.



AUSPICIOUS SPIRAL

The spiraling growth of the Pacific Northwest, under constant acceleration since Covered-Wagon Days, has transformed this region into one of the nation's great consuming areas. The war has served to emphasize its tremendous natural resources.

To those who desire comprehensive coverage of Portland, Oregon, and environs, the choice of Westinghouse Station KEX is indicated. Through KEX, Portland's Blue Network affiliate, advertisers may beam their sales-messages directly to an area embracing more than 175,000 prosperous radio homes.

The roster of clients served by the six Westinghouse stations includes 200 of the nation's leading advertisers.. some with a record of more than 15 years' continuous scheduling.. evidence that Westinghouse Response-Ability should be linked to the distribution of your product.

Hooper-wise, it's wise to buy KEX.. and availabilities will be furnished by the KEX Sales Department, Portland, or through the Paul H. Raymer Company.

WESTINGHOUSE RADIO STATIONS Inc

KYW • WBZ • WBZA • KDKA • WOWO • KEX

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

KEX
PORTLAND OREGON
5,000 WATTS

Congratulations

WDOD

on the completion of your twentieth year of broadcasting. We are proud to have been your national representatives through so many years of your successful career...and we join you in looking forward to the greater scope and opportunities of radio in the future.

PAUL H. RAYMER COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · DETROIT · CHICAGO

SAN FRANCISCO · LOS ANGELES

1925 1945

Announcing the Twentieth Anniversary of

RADIO STATION

WDOD

Chattanooga, Tenn.

• • • On the occasion of this, our twentieth consecutive year of broadcasting, we at WDOD, extend thanks to our many friends, clients and co-workers who have made this anniversary possible • • •

WDOD

"Proud of the Past... In step with the Present... Prepared for the Future"...

5,000 WATTS • CBS • REPRESENTED NATIONALLY BY THE PAUL H. RAYMER CO.

Newsmen Touring European Fronts

Seven Radio Correspondents Are On Air Forces Trip

SEVEN radio correspondents are taking a three-week tour of the battle fronts, inspecting 8th and 9th Air Forces installations in England, the European and Mediterranean theatres. They are Lowell Thomas, John Vandercook, Caesar Saerchinger, for NBC; Joseph Harsch and Quincy Howe for CBS; George Hamilton Combs Jr. and Johannes Steel for WHN New York. Also included is Howard Barnes, drama critic for the *N. Y. Herald-Tribune* who is doing special broadcasts for WOR New York.

Maj. William Hodapp, AAF public relations officer and former NBC Chicago producer, and writer with Schwimmer & Scott, is conducting the tour. Flying in ATC planes, the group is visiting military bases in Britain, France, Germany and Italy. Some will broadcast where studios are available; others will do transcriptions and gather background material.

Gibson Takes Thomas Spot

Lowell Thomas' spot on NBC, Monday through Friday, 6:45 p.m. is being taken by Hugh Gibson, former member of the U. S. Diplomatic Corps. Sponsor is Sun Oil Co.; agency is Roche, Williams & Cleary, Chicago. Morgan Beatty is taking over John Vandercook's period 7:15-7:30 p.m., Monday through Friday. Miles Labs. is sponsor, with Wade Adv. Agency, Chicago as agency.

Caesar Searchinger, heard every Sunday on NBC, 11:15 p.m., plans to do his sustaining broadcasts from overseas. Quincy Howe and Joseph C. Harsch will also be heard from overseas in special broadcasts, with "stand-ins" heard in their regular time on the network.

Harry Marble subs for Quincy Howe, 6-6:15 p.m. daily except Thursday and Sunday. In Mr. Howe's Tuesday and Friday 11-11:15 p.m. spot, Bill Henry is taking over. Bob Trout will report for Joseph Harsch 6:55-7 p.m. Monday through Friday.

Both correspondents from WHN, Johannes Steel and George Hamilton Combs Jr. are continuing their regular time while overseas. Mr. Combs is heard 7-7:15 p.m., with Mr. Steel on the air 7:45-8 p.m., both Monday through Friday. Moe Levy & Co., New York clothing firm, sponsors Mr. Combs. Mr. Steel is sponsored by Parker Watch Co., New York.

Bickford Back

LELAND C. BICKFORD, 41, former Coast Guard chief warrant officer, has returned to his post as editor of the Yankee Network News Service after 34 months in the Pacific as a combat correspondent and on submarine patrol in the Atlantic. He established the news service in 1934.

News

H. V. KALTENBORN, NBC commentator, has abandoned plans to go off the air for two weeks, beginning April 8 to prepare for his coverage of the San Francisco conference. In view of last week's news developments, he decided to remain in New York.

W. W. CHAPLIN, NBC news analyst and correspondent, has arrived in Paris, where he will broadcast until he starts his assignment as radio correspondent with Gen. George S. Patton's Third Army.

PAUL CLARK, night news editor of WIP Philadelphia, has shifted to NBC New York as national labor news editor.

JIM HANLON, news editor of the WGN Chicago press department, is the father of a boy.

JOHANNES STEEL, news analyst on WHN New York now on a special Army Air Forces tour of the Western Front, has written a new book titled "The Future of Europe" to be published April 25 by Henry Holt & Co., New York [$3.00].

JAMIE PLENN, former head of the Washington radio news unit of the Office of Inter-American Affairs, has taken charge of press operations in the New York branch of the OIAA, replacing **JOHN P. LEE**, who has left the agency to become editor of a trade bulletin issued by the Brazilian Government Trade Bureau, New York.

DENNIS DALTON has been added to the newswriting staff of NBC news and special events division. With UP for nine years, Mr. Dalton has served as bureau manager in Cincinnati, Charleston, and more recently Cleveland.

FRANK BROWNE, WJNO West Palm Beach sports director, is a new member of the Florida A.A.U. swimming committee.

NELSON G. PRINGLE, news analyst on CBS Pacific stations, currently is on eight-week tour of Allied battle fronts. He is cut-in on regular programs.

MILTON CHASE, WLW Cincinnati correspondent in the Pacific who covered the fall of Manila, is now covering the invasion of Okinawa.

A. MAXWELL HAGE, former civilian with the Army Transport Service in Alaska, has joined KMPC Hollywood as night editor.

BILL BALDWIN, former Blue Network war correspondent, has joined KPO San Francisco as announcer.

Rural Weather Service

BILL HERSON'S *Timekeeper* program on WRC Washington 6:30 a.m. Monday through Saturday is presenting a special weather report forecasting Maryland and Virginia weather conditions two to three days in advance.

Commentator Ban Explained by KFI

General Manager Ryan Says Plan Has Been Attacked

DENYING a free speech issue is involved, and answering criticism of 10 California congressmen as well as various local organizations, William B. Ryan, general manager of KFI Los Angeles, has elaborated on reasons for discontinuance of local sponsored commentators on that station. Policy, adopted as of March 1, has been target of an organized campaign conducted by various local organizations and groups. Statement in full follows:

A radio station has a definite responsibility and duty to the public. KFI has always endeavored to fulfill this responsibility by maintaining a high standard of broadcasting. The Supreme Court of the United States in a recent decision stated that a station is obliged to reserve to itself "the final decision as to what programs will best serve the public interest". Many commentators deliberately make controversial issues out of factual news stories. By stirring up controversy, or making attacks on prominent individuals they seek to develop an audience for themselves. There is an important place in radio broadcasting for discussion of controversial issues, but when such issues are aired, it should be done fairly, factually and as impartially as possible. That is our aim. This can best be accomplished by means of a forum or round table type of program. This station will continue as in the past to provide time for the discussion of controversial questions by means of forum programs or in other impartial manner. Therefore in order to maintain our standard and be impartial, sponsorship of all local commentators was discontinued. This policy applies only to KFI. KFI will continue to carry the commentators of the National Broadcasting Company.

No issue of free speech is involved in the discontinuance of sponsored commentators. KFI has always been strictly non-partisan. No preference is given to any individual or group interests. KFI does not have any editorial policy. The only news broadcast over this station is that which is received through the world-wide news services of the Associated Press and United Press, two of the three American news gathering agencies operating throughout the world. KFI contracts with these news gathering agencies to furnish it their full and complete service just as they do for the daily newspapers. This news is not changed before broadcasting. The highlights of the news for each day are selected and arranged in logical sequence for broadcasting. Under our policy KFI listeners are assured that they will get all the important news, impartially analyzed and that there will be no attempt to influence public opinion on any question.

RADIO EXECUTIVES and commentators were given a preview showing of Navy aviation training devices at the Museum of Science & Industry, New York, so broadcasters can help the Navy educate the listening public about special training instruments used aboard aircraft carriers. Among guests at the preview and luncheon which followed (top, l to r): G. R. Swift, WABC; Arthur Hull Hayes, WABC; Robert Q. Lewis, WEAF; Charles E. Vale, WEAF; Lt. Merrill C. Myers, USNR, officer-in-charge, Radio Section, Third Naval District Public Relations; Herbert Sheldon, WEAF; Maggie McNellis, WEAF; Frank Singiser, WOR; Dinty Doyle, WABC; Lt. William J. Murphy, USNR, Third Naval District Public Relations; Dave Driscoll, WOR; Harry Levin, Radio Section, Office of War Information, N. Y., and Frank Vandeventer, WOR.

GRUEN WATCH CO. PLANS TELEVISION

GRUEN WATCH Co., Cincinnati, will enter television about July 1 with a series of one-minute commercials to be produced by the new Bond-Charteris Enterprises, producer of motion pictures for television. Stations have not yet been decided, according to Anton Bond who, together with Writer Leslie Charteris, heads the production company.

Gruen shows will feature George Pal's puppet tunes, Paramount Pictures short subject, Mr. Bond said, and the first television show, which goes into production about May 1, will be titled *Casey Jones*. Bond-Charteris has obtained exclusive rights to use of Kent-Johnson jingles, Mr. Bond said. The "singing commercials" team will write other musical rhymes for Gruen shows. The first Gruen television short is to be shown at the National Jewelers Exhibit in the Waldorf-Astoria, New York, in July. Agency is McCann-Erickson, New York.

Louis Wasmer Elected As Regional's President

ELECTION of Louis Wasmer, Spokane station owner and one-third owner of Pacific Broadcasting Co., regional network group affiliated with Don Lee-Mutual, as president of the network, was announced last week. Mr. Wasmer, who recently went on inactive duty after nearly two years as an Army Air Forces major, succeeds Carl E. Haymond, KMO Tacoma, director and one-third owner. Owner of the remaining one-third in the regional sales organization is Archie Taft, operator of KOL Seattle, who was elected vice-president and treasurer. E. L. Skeel, Seattle attorney, was elected secretary.

Mr. Haymond had been president of the group since 1937. It comprises 21 stations from Vancouver to Klamath Falls, Ore., and operates not only as a selling organization but as the bargaining agent with Don Lee-Mutual. There is no change in the network affiliations or operation, Mr. Wasmer declared. The elections occurred following a stockholders' and directors' meeting March 20.

Radio Handbook

AMERICAN Radio Relay League's *Radio Amateur's Handbook*, 1945 edition, has been published by the Rumford Press, Concord, N. H. The first ten chapters constitute a textbook on principles of radio while the second part of the book deals with construction of various pieces of radio apparatus. Most of the specialists on the League's headquarters staff participated in the preparation of the Handbook, the publishers explain in the foreword.

Hypo Humus Test

HYPO HUMUS Co., Newton, N. J., the first of April started a test campaign for Humus on WPAT Paterson, N. J., using thrice-weekly announcements describing the various uses for the product. Distribution extends to Detroit and to Boston, and spot radio schedule might be expanded accordingly if test is successful. Agency is Lee-Stockman, New York.

WELL PLACED

IN BOWLING A "WELL PLACED" BALL MEANS A STRIKE

IN RADIO A "WELL PLACED" AD MEANS SALE RESULTS

Advertising is Well Placed when it's aired over WSPD—the 5,000 watt, NBC station which covers the rich Northwest Ohio-Southern Michigan area—the home of over a million and a half prosperous prospects.

For 24 Years
The Voice of Toledo

WSPD
TOLEDO, OHIO
5,000 WATTS

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

A FORT INDUSTRY STATION

Just Ask Katz

Nets Expected to Invite Court Action on Platter Turner Fight

Likely to Advise NLRB They Will Not Observe Order to Bargain With NABET

UNANIMOUSLY affirming the recommendations of its trial examiner that the NBC and Blue networks be ordered to recognize NABET as the bargaining agent for platter turners, the National Labor Relations Board last week prepared to enforce its authority in the courts in the face of threat of reprisals against the networks by James C. Petrillo.

It is expected the nets will advise the Board this week that they will not observe the NLRB order issued last Monday and the Board will then file a petition with the Second Circuit Court of Appeals in New York to compel compliance. The order gives parties to the dispute 10 days to notify the New York regional director of NLRB of steps taken toward compliance. NABET formally advised the nets and the Board last week that it was prepared to bargain.

Regional Board Sustained

Coincident with its decision and order in the complaint case Monday, the Board sustained the action of its New York regional Board in dismissing a charge filed by AFM that NABET is a company-dominated union [BROADCASTING, March 19]. The musicians' union had appealed the regional Board's action as a final effort to prevent issuance of the order. AFM counsel, however, has advised the Board it will intervene in court to oppose a decree for enforcement.

In addition to affirming the Intermediate Report of its trial examiner, Howard Myers [BROADCASTING, Feb. 12], the Board:

1. Noted a concession by AFM counsel at oral arguments before it "that unless the Board were to reverse its determination of the appropriate unit in the representation proceeding, the contentions of the AFM would constitute no valid defense to the respondents' (networks') refusal to bargain with NABET" and reaffirmed its unit determination.

2. Found that the letters of Jan. 27 and 28, 1944 from NBC and Blue, respectively, agreeing to Mr. Petrillo's platter turner demands were admittedly subject to NLRB unit determinations and "do not constitute a valid defense to the respondents' refusal to bargain."

3. Decided that the AFM threat of economic reprisals if the networks recognized and bargained with NABET "neither as a matter of law . . . nor in the exercise of our discretion" constitutes a defense to the failure to bargain or can be regarded as a "valid justification for such refusals."

The Board ordered both NBC and the Blue to "cease and desist" from refusing to bargain with NABET as the exclusive representative of their technical employes with respect to wages, hours and other conditions of employment or from engaging in any acts to interfere with its employes joining NABET or any other union for the purpose of collective bargaining.

The networks were further directed to take affirmative action to bargain with NABET as the representative of technical employes for "on the air playback" except in Chicago and to post notices for 60 days in conspicuous places in their various studios declaring they will carry out the policies of the Board in recognizing NABET's jurisdiction.

To Notify Board

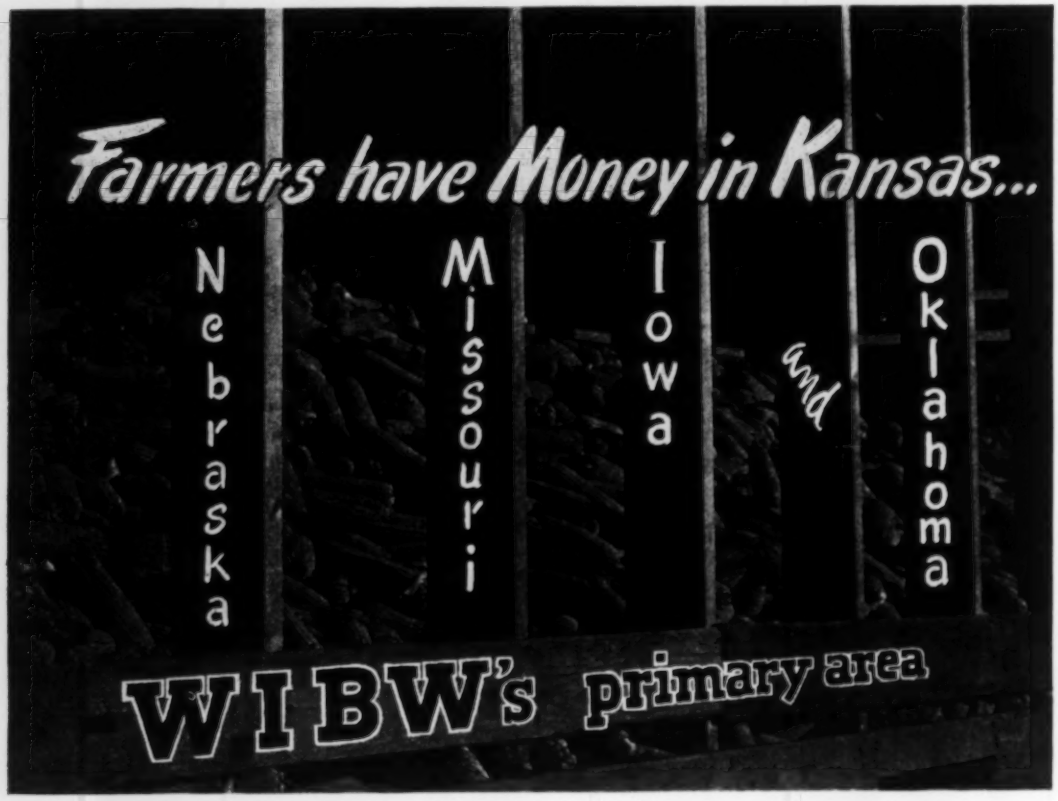
Concurring in the decision and order were Chairman Harry A. Millis and Gerard D. Reilly and John M. Houston, members.

It is expected that after being advised that the nets will not observe the order, the New York regional Board will notify the national Board of failure of compliance. Authority will then be given for filing a petition with Second Circuit Court of Appeals in New York. Parties to the case will be given 20 to 30 days to file briefs with the Court after which limited arguments will be heard. It appeared likely the Court would hear the case about the middle of May.

In issuing its order, the Board brought to a conclusion proceedings started before it last August after the War Labor Board averted a strike by NABET at both networks as a result of the Petrillo move to invade its jurisdiction. The NLRB has since certified NABET's jurisdiction on platter turners, issued a complaint against the nets for refusal to bargain and thrown out a charge by AFM that NABET is company dominated. Enforcement of NLRB orders will now rest with the Court.

BBC V-E Plans

BBC is ready to go with the breaking of the war's biggest story, victory in Europe, according to John Salt, North American BBC director who recently returned from London. BBC expects to air roundups by its reporters from major world capitals; on-the-spot broadcasts with Allied soldiers; London interviews including talks with U. S. servicemen, talks by military and political leaders and also "Victory Around them", written by Britain's music laureate, Dr. Ralph Vaughan Williams, especially for V-E Day. Washington correspondents of BBC will report America's reactions, Mr. Salt said.



In Kansas alone, 1944 farm crops totaled over $540,000,000*. Farms and agricultural communities in our five state area make up the greatest part of WIBW's audience.

We're farm minded . . . always have been. And we're proud of it.

That's why we get such immediate and gratifying response for advertisers who want to reach and sell this market the quickest and most economical way. Let us prove it in YOUR case.

* U.S.D.A. figures

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

UNHEARD *is* UNAPPRECIATED

On November 19, 1863, a group of people gathered at Gettysburg to honor men who had fallen in battle several months before. Abraham Lincoln arose to deliver his speech. It lasted less than four minutes. Lincoln returned to his seat sad and disheartened. There was very little applause. Yet Lincoln had delivered one of the greatest speeches of all times—267 words that were to live forever, translated into almost every language on earth.

The truth of the matter was, Lincoln had spoken in such low tones very few people could hear him.

From this it is evident that what cannot be heard cannot be appreciated.

If you are using radio in Baltimore and want to assure yourself of being "appreciated" by a profitable proportion of the market, WCBM is your station. Listening to WCBM is a habit in Baltimore.

The Blue Network Outlet

WCBM

Baltimore's Listening Habit

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Rooder
General Manager

Two AM, Five TV, 23 FM CPs Asked In New Applications Filed With FCC

AMONG more than a score of new applications filed with the FCC and including those not previously reported are requests for 23 new FM stations, five commercial television (TV) stations, two standard local outlets, two new developmental outlets and a new international station for the West Coast.

Request Local CPs

New local outlet on 1450 kc operating unlimited time with 250 w is sought in Orangeburg, S. C. by Orangeburg Broadcasting Corp., secretary-treasurer and a third-owner of which is J. B. Fuqua, executive vice-president and general manager of WGAC Augusta, Ga. Remaining majority interest is held by J. I. Sims, president, who is general manager and half-owner of Orangeburg Theatres Inc. Mr. Fuqua is also part-owner of Tennessee Broadcasters, Nashville, applicant for a new standard station in that city.

The Corinth Broadcasting Co., Corinth, Miss., is applicant for a new local on 1230 kc with power of 250 w and unlimited time. New company is owned by a group of local businessmen.

Scripps-Howard Radio Inc. has added Pittsburgh to its list of areas to receive new services [BROADCASTING, March 19] with filing of petitions for FM facilities of 46.9 mc and 8,400 sq. mi. coverage, and TV assignment on proposed Channel 3 (60-66 mc) with effective signal radiated 1230. Estimated cost for the FM outlet is $100,000.

Crosley Corp., licensee of WLW Cincinnati and also applicant in several areas for new services, has requested a new commercial video station for Dayton, O. on Channel 4 (78-84 mc) with ESR of 1920.

Channel 9 TV facilities (180-186 mc) and ESR of 770.7 are sought for Philadelphia by the Philadelphia Daily News Inc.

Iowa State College, licensee of the noncommercial standard station WOI Ames, has filed application for a commercial television station to operate on Channel 3 with ESR of 1227 and 1062.

The Kansas City Star Co., licensee of WDAF Kansas City, has filed for a new commercial television outlet on Channel 1 (44-50 mc) as proposed by the FCC, with ESR of 2455.

FM Applicants

New FM applicants, facilities sought and locations follow:

WRVA Richmond, Va.—43.5 mc, 17,898 sq. mi. coverage and $124,600 estimated cost.

KTFI Twin Falls, Ida.—48.9 mc, 2,640 sq. mi. coverage and $16,400 estimated cost.

Bradford Publications Inc., Bradford, Pa.—48.3 mc, 5,502 sq. mi. coverage and $36,050 estimated cost.

WTSP St. Petersburg, Fla.—46.1 mc, 5,940 sq. mi. coverage and $57,500 estimated cost.

KGFF Shawnee, Okla.—48.9 mc, 3,78[illegible] sq. mi. coverage and $15,708 estimated cost.

WMFD Wilmington, N. C.—47.5 mc, 4,800 sq. mi. coverage and $30,000 estimated cost.

Mid-Coastal Broadcasting Co., Washington—45.9 mc, 10,800 sq. mi. coverage and $80,000 estimated cost.

WSON Henderson, Ky.—49.9 mc, 7,68[illegible] sq. mi. coverage and $27,530 estimated cost.

WHOP Hopkinsville, Ky.—44.9 mc, 2,841 sq. mi. coverage and $11,480 estimated cost.

KIRO Seattle, Wash.—43.5 mc, 17,44[illegible] sq. mi. coverage and $135,000 estimated cost.

KOMO Seattle—43.9 mc, 15,326 sq. mi. coverage and $154,000 estimated cost.

James A. Hardman, North Adams, Mass.—49.5 mc, 7,752 sq. mi. coverage and $42,800 estimated cost.

WPAD Paducah, Ky.—46.5 mc, 7,37[illegible] sq. mi. coverage and $24,700 estimated cost.

WRBL Columbus, Ga.—43.7 mc, 20,70[illegible] sq. mi. coverage and $68,550 estimated cost.

Donald W. Reynolds, Fort Smith, Ark.—47.3 mc, 30,650 sq. mi. coverage and $110,600 estimated cost.

WKMO Kokomo, Ind.—45.7 mc, 6,90[illegible] sq. mi. coverage and $25,500 estimated cost.

KTMS Santa Barbara, Cal.—44.3 mc, 17,273 sq. mi. coverage and $55,385 estimated cost.

WKBH LaCrosse, Wis.—44.1 mc, 15,86[illegible] sq. mi. coverage and $59,300 estimated cost.

Mobile Daily Newspapers Inc., Mobile, Ala.—47.1 mc, 10,008 sq. mi. coverage and $72,500 estimated cost.

WFIN Findlay, O.—44.1 mc, 6,800 sq. mi. coverage and $20,000 estimated cost.

WAGA Atlanta, Ga.—43.3 mc, 20,16[illegible]

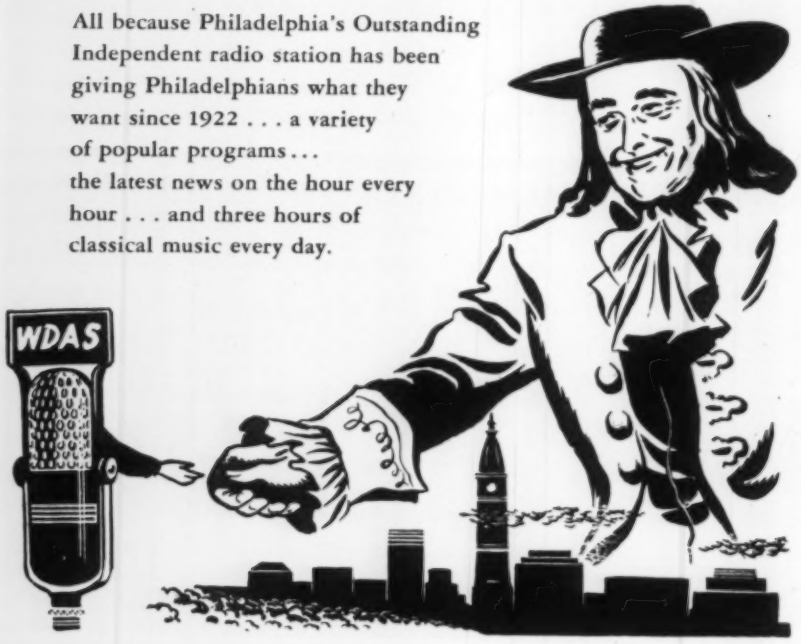
(Continued on page 34)

ELECTED representative of the CBS Affiliate Group in New England, E. E. (Ted) Hill (seated r), faces his predecessor Franklin M. Doolittle, Howard Lane, CBS director of station relations (r), and William B. Lodge, director of general engineering, stand by. Twenty-two station managers and engineers met in Boston.

Loyalty... in Philadelphia

WDAS Audiences Have Been LOYAL For More Than Twenty Years

All because Philadelphia's Outstanding Independent radio station has been giving Philadelphians what they want since 1922 . . . a variety of popular programs . . . the latest news on the hour every hour . . . and three hours of classical music every day.



With "Loyalty" like this, it's no wonder 78 percent of this station's sponsors renew regularly.

FOR THE ANSWER TO ALL YOUR RECORDING PROBLEMS

TO...

U.S. RECORDING CO.

1121 VERMONT AVE.—WASH. 5, D. C.

WRITE-WIRE OR CALL FOR DETAILS

The SUNDAY GET-TOGETHER DOES IT AGAIN...

...pulls 16,000 orders in Only 8 weeks

IT'S the WNAX Sunday Get-Together — and it smacks the jackpot every week. How the mail rolls in — MONEY MAIL — over 16,000 orders in the first eight weeks of 1945.

It's a Sunday treat for nearly five million folks in five states, and a picnic for advertisers. Sure, it's corn, but it's SWEET corn.

To speed sales in Minnesota, Iowa, Nebraska, North or South Dakota — or to pull direct orders for anything farmers buy — get in line for a quarter-hour on the Sunday Get-Together. Ask Katz about future availabilities.

IT'S CORN! BUT IT'S SWEET CORN

WNAX

A Cowles Station

SIOUX CITY • YANKTON

Represented Nationally by the Katz Agency

HOWARD LUND "TURNS THE TABLES" ON AFTERNOON ENNUI

Cleveland's afternoon seekers of entertaining patter and the best tunes on platters are turning their dials to 850 every afternoon at 4:05, Monday thru Friday. This is the "Bandstand" forty minute "participator" program that recently pulled 1625 pieces of mail in two days. A live spot for one minute live or transcribed commercials—and there's still room for a few more.

Lund's growing popularity on the air in Cleveland may be gauged further by the success of his "Midnight Varieties" for late shift-ers and "curfewed" night owls—A solid hour—sold to Barbasol—and selling Barbasol—six nights a week—for a solid year.

It's another example of WJW's talent for placing the right talent in the right place.

BASIC Blue Network

WJW 850

850 KC 5000 Watts

CLEVELAND

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

(*Continued from page 32*)

sq. mi. coverage and $125,000 estimated cost.

Mark K. Wilson, Chattanooga, Tenn.—48.5 mc, 16,826 sq. mi. coverage and $51,300 estimated cost.

Bradford Publications publishes the Bradford *Morning Era* and *Evening Star-Record* and the Southport (Pa.) *McKean County Democrat*.

Mid-Coastal Broadcasting, a new company, is partly owned by Lt. Comdr. James V. Cosman, president, 49 shares (49%), who is on leave with the Navy as president and part-owner of WPAT Paterson, N. J., and his wife Elsa M., 1 share, vice-president, who is WPAT secretary-treasurer and business manager. Remaining interest is held by B. H. Kaufman, secretary, 1 share, and Joel S. Kaufman, treasurer, 49%, both local businessmen.

James A. Hardman is publisher of the *North Adams Transcript*, an evening daily paper.

Donald W. Reynolds has been active in newspaper work since 1927. From March 1942 to February 1945 he was a major in the Army and was in charge of *Yank* magazine in the Southwest Pacific and later in Europe. He is also part owner of several publishing companies in the Midwest.

Mark Wilson is a general contractor and instructor of industrial electronics application.

William Henry Alford, member of the technical staff of WSJS Winston-Salem, N. C., is applicant for a new developmental station on 48.1 mc with power of 160.7 w using A3 and FM emission.

Joseph F. Novy, a lieutenant in the Navy stationed in Washington with the Bureau of Ships, is applicant for a new developmental broadcast station to be located in Riverside, Ill., and to operate on 44.5-47.1 mc with power of 1,000 w. using A4 and special emission.

CBS seeks a new international broadcast station for Delano, Cal., to be operated on a number of different frequencies with power of 200 kw using A3 emission.

Cresta Blanca Schedule

CRESTA BLANCA WINE Co., Los Angeles (Dubonnet wine), on April 2 started five-weekly quarter-hour recorded *Tune Time* on KHJ Hollywood, and is also using similar type programs on KQW San Francisco and WDSU New Orleans. Contracts are for 52 weeks. Firm sponsors thrice-weekly participation in *Yankee Kitchen* on Yankee Network, with newscasts and commentaries on WCAE WIND WJW WQXR WLIB. A spot campaign is being conducted on WWDC WINX. Agency is BBDO, New York and Los Angeles.

DISCUSSION of the proper place of FM in the radio spectrum which occurred Jan. 27 at a special session of the IRE Winter Technical Meeting in New York has been transcibed by the Institute and copies are available from it at $3 each. Participants in the discussion included Dr. E. H. Armstrong, inventor of FM; E. W. Allen Jr., FCC; K. A. Norton, formerly of FCC; C. M. Jansky Jr., chairman of RTPB Panel 5 (FM), and others.

ALLIED ARTS

UNITED RADIO & TELEVISION PRODUCTIONS has been formed with **HARRY SOBOL** and **JAY FAGGEN** as co-partners, with offices in New York at 2 W. 45th St., headquarters of the publicity firm Sobol, Hartman & Faggen, which will continue as a separate operation. Mr. Sobol is now in Hollywood to set up separate branch offices for both the production and publicity firms. United Radio has already obtained exclusive radio, television and picture rights to all case records of Scotland Yard, England, and is lining up a network program based on this material. Two other programs are "Holiday for Husbands", with Cameron Andrews, Guy Kibbee, Ned Sparks, Zero Mostel and Taylor Holmes; and "Voice of the Nation", audience participation forum.

FREDERIC W. ZIV Co., New York, is offering for local and regional sponsorship a new half-hour adventure-detective series titled "Boston Blackie" based on the stories of Jack Boyle.

KASPER-GORDON Inc., Boston, has prepared two new transcribed quarter-hour packaged programs: "Real Romances", taken from Real Romances Magazine, and "The Vagabond Adventurer" featuring Tom Terriss, world traveler.

JERRY WALKER, educational director of WLS Chicago, resigns May 31 to direct his own organization, International Radio Productions, to open May 1 at 203 N. Wabash, Chicago. **DOROTHY HARPER**, now assistant instructor of Northwestern U. radio department, will assist Mr. Walker. Firm will primarily offer transcribed religious programs.

CAMPUS CHRISTIANS, Los Angeles, has added eight additional subscribers to its transcription library religious music service. List includes WQXQ KUOA WGBI KTRB KFYR KFOX KMTR KONO.

WILLIAM MORRIS Agency, New York, is offering transcriptions of "Sing a Sentence", Lanny and Ginger's five-minute musical "pun" program, to advertisers and stations in non-competing areas. Paying $5 for puns accepted from listeners for use in singing sentences, program is broadcast live on WOR New York, sponsored by R. C. Williams Co., New York, for Royal Scarlet coffee, through Alley & Richards, New York.

PHILIP LESLY, vice-president of Theodore R. Sills & Co., Chicago, is director of the new branch office at 441 Lexington Ave., New York.

DON G. MITCHELL, vice-president in charge of sales for Sylvania Electric Products Inc., has been elected a director.

ARTHUR BECKWITH, former traveling representative for Associated Music Publishers, has joined the New York sales staff of Joseph Hershey McGillvra Inc.

"THE WORLD'S BEST COVERAGE

U.P.

OF THE WORLD'S BIGGEST NEWS"

Waiting for the *GREEN LIGHT* of VICTORY

THE Day of Victory will herald the start of a new distribution era. New products must move swiftly to waiting markets throughout the nation. Advertising will be the "road-bed" for the "Distribution Special". Advertising must, and will, create a consumers demand for new products in order that they may move smoothly and steadily. We feel that such a test will be met successfully by the advertising world. The Nunn stations have built substantial broadcasting foundations so that they, too, will be in a position to meet tomorrow's demands, efficiently and aggressively. Sound programming, intelligent and alert supervision and continuous promotion have built a loyal listenership for the Nunn stations.

NUNN STATIONS

WLAP
LEXINGTON, KENTUCKY

WBIR
KNOXVILLE, TENNESSEE

WCMI
ASHLAND, KENTUCKY
HUNTINGTON, W. VA.

KFDA
AMARILLO, TEXAS

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON COMPANY

THE NUNN STATIONS

OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN

All of us at WIP

are very proud of having received

Variety's 1944 Plaque Award for

"fostering racial good will and understanding" . . . and it was a particularly nice birthday present for

Philadelphia's oldest radio station

on its twenty-third anniversary.

5000 WATTS

610 ON YOUR DIAL

MUTUAL AFFILIATE

Represented Nationally by Geo. P. Hollingbery Co.

PROGRAMS

Series on Radio Progress

THREE EXPERTS on scientific radio research will discuss radio's progress in electronics on a half-hour program over WMCA New York April 11. Guest speakers on "Your Invisible Servant—the Electron" will be Dr. Otto S. Schairer, vice-president of RCA; John Mills, publication director of Bell Telephone Labs., and Stanley P. McMinn, managing editor of Electronics Industries magazine. Program is a special feature of the WMCA weekly Business Forum series presented by the New York Commerce & Industry Association, with Neal Dow Becker, association president, as moderator.

WOR Telephone Quiz

WOR New York started "Telle-Test" April 2 in the 1-1:15 p.m. period Monday through Friday. Owned by Schwimmer & Scott, Chicago, program offers cash prizes for answering questions asked by telephone during the broadcast. Person called is not required to listen to the program or even to have his radio on to participate. WOR is offering $5 for correct answers and everyone called will receive a pair of tickets to a WOR program whether or not he answers question correctly. Program has achieved rating of 10 or better in Chicago, Boston and other cities.

Radio Fights Absenteeism

PART played by radio in "The Greensboro Plan" to fight war-plant absenteeism is recognized in a bulletin issued by the Headquarters Fourth Service Command, Atlanta, Ga. Spot announcements were broadcast each day for a week calling attention to need for workers with the theme "Stay on the Job for Victory". The plan, drawn by a special mayor's committee, included the announcements on both WBIG and WGBG Greensboro.

Homecoming Interviews

WPAT Paterson, N. J. is starting a weekly interview program with returning war veterans who announce their homecoming to their families within a few hours after debarkation and while they are still in a debarkation center, Camp Kilmer, New Brunswick, N. J. WPAT's series originate from the camp's mess hall where returning servicemen have their first meal upon landing. Ted Webbe, WPAT program director, handles interviews.

Show for Musical Kids

WCOP Boston last week started "Musi-Kids Quiz", program designed for musically inclined youngsters from six to fifteen. Program is aired Friday 7:15-7:30 p.m., and features questions for three children on music from Bach to boogie-woogie. Girl or boy will play or sing as "Music Maid" or "Music Master" of the day. Two quiz participants are carried over to the next week with the third a newcomer to the program.

Novels to Be Dramatized

THE World's famous novels will be dramatized in "Presenting Michael Scott", weekly half-hour series starting on CBS April 16 with Mr. Scott as narrator and John Barnes as writer-producer-director. Radio version of the first novel, "A Tale of Two Cities", will run for six weeks, to be followed by "Story of Elizabeth the Queen", from Sir Walter Scott's novel "Kennilworth" and Nathaniel Hawthorne's "House of the Seven Gables."

NBC Servicemen Show

NBC will start a Saturday afternoon quarter-hour program for benefit of returning servicemen and women on April 14. Lt. Comdr. Tyrrell Krum, retired Naval officer and veteran of both world wars, will broadcast from Washington discussing pending legislation and regulations which affect former members of the armed services as well as those still on active duty.

Barn Dance on WJW

MAJOR portion of the "Saturday Barn Dance Jamboree" at the Cleveland Masonic Hall is now aired by WJW Cleveland 9:30-11 p.m. Many of the entertainners are Blue-ABC Network talent.

Symphony Series

SERIES of Saturday afternoon symphony concerts performed by a specially organized orchestra and conducted by Sir Thomas Beecham and other noted conductors will be broadcast by Blue-ABC beginning April 7, under title "Saturday Symphony". Following Sir Thomas, who will conduct the first four concerts, will be Nicolai Berezowsky, Max Goberman and Josef Stopak.

Recorded Prayers

RECORDED one-minute prayers by leading Chicago clergymen, representing all major denominations, now open and close broadcast operation of WMAQ Chicago each day. Same clergyman is heard morning and night of one day. Prayers are surrounded by organ music, following "The Star Spangled Banner" in the morning and preceding it at night.

Guess the Movie

DRAWING from a collection of from 200 to 300 transcriptions and records from old movie sound tracks, WAAT Newark invites listeners to identify films and talent in "Movie Memory Album", a feature of "WAAT's New in Hollywood", program of Hollywood chatter. Broadcasts are promoted on trailers in 25 nearby Warner theatres.

Service Interviews

WOL Washington has completed arrangements with the 6th Army Group Press Camp for a series of recorded interviews with soldiers from the Washington area. Titled "Overseas Interviews", series is heard Tuesday 10:26-10:30 a.m. Nearest of kin of soldier is notified of broadcast and sent a copy of recording.

English Usage

COMICAL dramatizations of the correct and incorrect use of words in English language are featured in "What's the Good Word", weekly half-hour program starting on Mutual April 15, with Maxwell Nurnberg, English professor, as "teacher".

Farm Service Show

FARM SERVICE series "Farm & Ranch Program" has been started by WOAI San Antonio as a Saturday half-hour feature prepared and presented in cooperation with 4-H Clubs, the FAA, Texas County Agricultural Agents and other agricultural and educational groups.

Housing Program

KFDA Amarillo, noting a growing housing shortage, has started two quarter-hour programs per week in cooperation with the USO interviewing people seeking places to live.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

CONNECT IN CONNECTICUT

. . . by reaching the ENTIRE Hartford Market on WDRC, Columbia's Basic Station for Connecticut.

CBS

there's more than just CORN in Iowa

AS AN INDUSTRIAL MARKET IOWA RANKS HIGH—REACH IT WITH WMT

". . . think of Iowa—think of Corn." And rightly enough, for Iowa ranks first in the country in the value of corn production. But as an industrial market Iowa is booming—here is the home of the Maytag Washing Machine, Shaeffer Pens, Cudahy and Armour Meats, Quaker Oats and many others. Although Iowa's soil produces more wealth in one year than ALL the gold mines in the world, don't think that this rich market begins and ends with farming.

IOWA is rich! Iowa boasts a per capita wealth of $4,617—more than 60% above the national average.

CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS • DAY and NITE • 600 K.C.
BASIC COLUMBIA NETWORK

REACH this market with WMT

Represented by the KATZ AGENCY

The WBAL STAR PARADE
March 1945
Bing Crosby
Top-notch crooner, enjoys the WBAL Star Parade! Turn to page 3 and see how your favorite stars feel about WBAL's newest hit-mag!
SPECIAL EVENT DAY AT WBAL!
The WBAL STAR PARADE
The Greatest Shows in Radio are on WBAL
1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY
PROM

ION LIKE THIS HAS BUILT AND MAINTAINED **WBAL'S**

OVERWHELMING DOMINANCE IN THE BALTIMORE MARKET

THE WBAL STAR PARADE

. . . . AN 8 PAGE GRAVURE MAGAZINE NOW BEING READ IN 125,000 HOMES IN THE BALTIMORE AREA

AND IT'S READ IN HOLLYWOOD, TOO!

WBAL

50,000 WATTS - - - BASIC NBC NETWORK

ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

Editorial

After V-E Day

VICTORY in Europe is in sight behind the hammer-blows of the greatest military machine in history. In the Pacific the war has taken on a new aspect, and V-J day may not be as far distant as our military leaders first surmised.

Radio has been and is on the alert in doing the best job it knows how in reporting the war and—in the days just ahead—the peace. Broadcasters haven't had much time by the forelock to plan their own futures. Yet for them a complete revolution in their business welfare may be just ahead.

Justice James F. Byrnes, in his farewell report as "assistant president", which completes a public service stewardship with few parallels in our history, points to the gradual return to a civilian economy after V-E day. Minimum estimates from WPB are that within nine months radio manufacturing will be resumed. Radio and electronics are on the wartime supercritical lists, and have been from the start. But resumption of production and thawing of the freezes on equipment now are in sight.

This is important to all those in radio, and to those knocking at the radio portals. It means that the FCC, overloaded as it is with work, must complete its allocations for television and FM and other broadcast services posthaste. Then it must develop standards and regulations to cover these new services, so that no time will be lost in reconversion.

If past experiences are a criterion, receiving set manufacturers aren't going to wait overly long for allocation standards. There is a vast pent-up market for receivers. Most manufacturers are primarily interested in merchandising, and they will unload low-priced sets as fast as production lines can produce them. If FM is set, and they have sufficient time to tool up before the barrier is broken, they will produce combination receivers. If not, look for the dumping of hundreds of thousands of pre-war type low priced AM receivers at bargain-basement prices.

It would be tragic to have the receiver market glutted with inferior sets. FM and television too would be retarded. The public, in the long run, would lose. The receiving set manufacturers are the circulation department of radio. But manufacturers would sell no receivers if the program fare did not create the public demand.

There's another enigma for broadcasters. With the home front relaxations that will come with victory, rationing of paper for the printed media will be eased. The newspapers and magazines have been warming up for a free-swinging competitive campaign for the advertising dollar. While all media have been living in a sort of fool's paradise these wartime years, all nevertheless have been inhibited by physical limitations—newspapers by virtue of paper and radio by the waking hours in the day.

Radio has its wartime success story to tell. It can do it effectively by telling it affirmatively and factually. It will be ready.

Howdy, Pardner!

WE SEE WHERE more and more of our Federal legislators are being wooed into station ownership, directly or through family ties.

In the House there are at least a half-dozen station owners. There are several Congressmen who won their political spurs by virtue of their radio identities; others who used the microphone to win.

In the Senate, there are such figures as Capper of Kansas, a pioneer station owner and a publisher; LaFollette of Wisconsin, who last year acquired an interest in WEMP Milwaukee; Taft of Ohio, whose family is in both the newspaper and radio fields. Senator Wheeler of Montana has a son who is purchasing a one-third interest in KFPY Spokane. Senator Magnuson of Washington, we hear, is negotiating for station purchase. Ex-Senator D. Worth Clark last year bought an interest in KFJB San Francisco.

This is healthy. There's no more reason why elected members of Congress (or others in public life) shouldn't hold such ownership interests than there is for them to refrain from engaging in any other legitimate pursuit. Take newspapers, for example. Many a Senator and Congressman came up through the journalistic and publishing route.

From another standpoint we think it's wholesome to have the men who write the laws familiar with private enterprise and business. Let them meet payrolls or negotiate with labor unions or bang against competition. Let them take a whirl at Government questionnaires, or cope with demands from irate Congressmen for equal networks and equivalent time.

Congress can't be expected to become expert about everything upon which it legislates. Radio always has been particularly tough for legislators to comprehend. But those legislators who get into the art and craft for investment or otherwise will soon learn that the life and habits of the typical broadcaster do not even remotely resemble those of King Midas. To all those legislators who are ogling radio, we greet: "Come in, the hot water's fine."

Jimmy's Dilemma

TO: JAMES C. PETRILLO
RE: "What, Again?"
FROM: Weary Broadcasters

YOU'RE certainly a glutton for punishment. Here you are, konked again by NLRB on the platter-turner business. You should know by now, as an expert triple-tonguing cornetist yourself, that it doesn't take an ear for music or even long hair to turn a record. NABET's got you there Jimmy.

But that's only part of it. Have you been reading about the folks up in Congress who are out after all labor because of your private WPA invention? You know they talk to their folks back home—they don't function like AFM. Well, looks like the body politic doesn't care for that recording agreement of a few cents per record up for "unemployment relief" or whatever it is.

Frankly, Jimmy, they think your plan is a racket. That's why you're getting so much attention in Congress. We have known, over the years, what you've been up to. The public is just catching up with it.

Jimmy, you've just about ridden a good hoss to death. Don't you think it's time to give up?

Our Respects To -

EDWARD MERLIN YOCUM

WHEN CBS eastern division wanted a man to handle its pioneering job of station relations in Washington—the liaison between Government agencies and CBS affiliates—it went to a small town station far in the West. The young man who answered the call to "Go East" is Ed Yocum. Now when stations want to know about FM, how to secure another frequency and the answers to myriad other operational problems, they come to Ed.

His experience has taught him the language of the small station, its problems and needs. In fact he ran against a problem with his first venture into radio.

In 1917 he had a ham station in Fargo, N. D. It lasted three weeks, when the war stopped all such stations. As soon as the war was over and the bans lifted, Ed started another ham outfit. This time his father was fined for having unlicensed wiring in the house.

So for a while, Ed Yocum turned to the press. He was with the *Fargo Forum*, later press agent with the U. S. Dept. of Agriculture covering North and South Dakota and Minnesota. When he went back to radio in 1931, KLPM Minot, N. D. was the station. He sold time, wrote copy and did the usual small station jobs.

In the spring of 1933 he had a brief turn with KGCX Wolf Point, Montana, terminated by a hot wind that blew across the land and ruined the job along with the crops.

KGEZ Kalispell, Mont. had his services for a time, then he joined KGHL Billings. In 1935 he was commercial manager, 1936 station manager, 1937 general manager. Ed stayed with KGHL until Oct. 1 of last year when he accepted the CBS post.

While he was with KGHL Ed Yocum was made a member of the NBC Planning and Advisory Committee. That was in 1941 when NBC adopted the full network plan, enlarging the coverage to small communities that had before that time been left out of many of the big network programs.

In the same year, Ed Yocum was made district director for the NAB, covering the 14th District. This included Montana, Wyoming, Colorado, Utah, Idaho, part of South Dakota. He traveled over that territory, contacting stations and getting acquainted with not only the station staffs but also the problems of the small stations, an experience that has paved the way for his position with CBS.

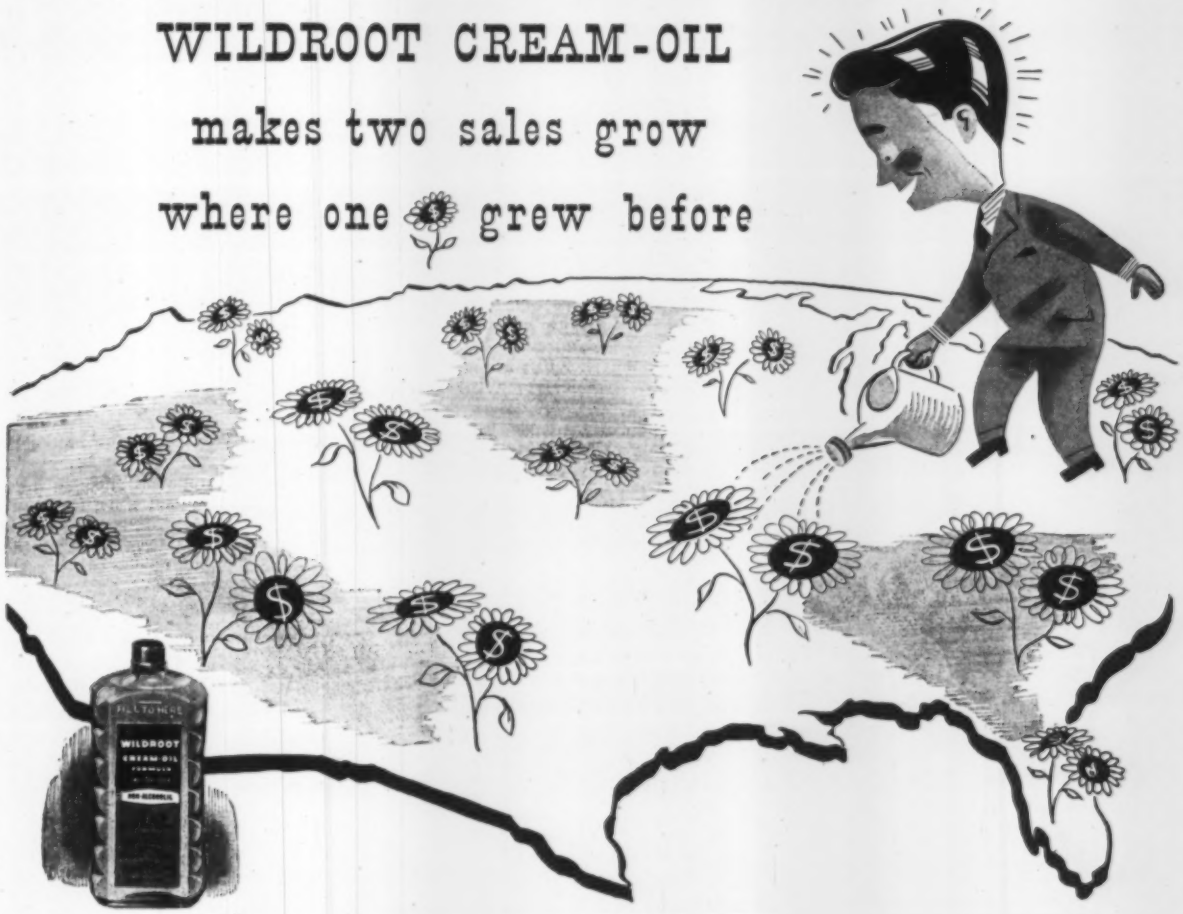
Ed has had some thrilling experiences in his radio lifetime. While he was with KGEZ, in 1935, Helena and the surrounding community

(Continued on page 42)

with SPOT BROADCASTING

WILDROOT CREAM-OIL

makes two sales grow where one grew before



A tonic for scalps finds Spot Broadcasting a tonic for sales. So Wildroot Cream-Oil applies Spot Broadcasting generously, using everything from chain breaks to half-hour programs, saturating each selected market thoroughly!

Wildroot's success is founded on a knowledge of Spot Broadcasting technique—by which *any* good product can reach the largest audiences on the finest stations.

Spot Broadcasting is probably today's most adaptable medium in advertising, offering a choice of the best times on the preferred stations in any market *you* choose. You are not confined to one network, one program, one time of day or one copy appeal. You can buy an hour in Spottsville or 20 seconds in Spottstown, depending on the state of the market, or the pressure you wish to apply.

A John Blair man knows Spot Broadcasting. He also knows merchandising. His knowledge, plus your own, will put radio to work for you on a basis that will stretch your advertising budget measurably!

JOHN BLAIR & COMPANY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

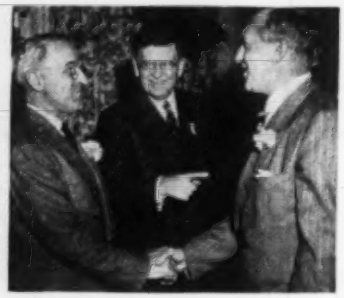
This advertisement, appearing also in FORTUNE *Magazine for April, is one of a* FORTUNE *series published in the interest of Radio Stations represented by John Blair & Company.*

Joan Davis Signs 4-Year Contract With Lever Bros.

LEVER BROS., Cambridge, Mass., in a deal with William Morris Inc. representing Joan Davis, has acquired services of the comedienne for four-year period. Scheduled to move in late September into CBS half-hour period now occupied by *Burns & Allen Show*, new series built around Joan Davis will take over Swan soap, Monday, 8:30-8:55 p.m. (EWT), with West Coast repeat, 8:30-8:55 p.m. (PWT). Miss Davis has complete control of the radio package, at $17,000 per week for first two years and $1,000 increases for succeeding years. A reported $100,000 will be spent each year on exploitation. Deal involves only Miss Davis.

Reported as refusing offer by Lever Bros. of NBC time for Lipton's Tea, Burns and Allen have requested release from their contract which still has three years to run, it was said.

WFBL Syracuse is erecting the highest single wood structure flag pole and antenna combined—110 feet—in Central New York at its transmitter.



THEY MUST have reminisced about that fateful Democratic National Convention, but Clem Randau (r), business manager of the *Chicago Sun* and WJJD Chicago and WSAI Cincinnati, reports: "Here is a picture of Mayor Kelly (c) pointing me out to the Vice-President Truman (l) as a most undesirable character."

NEW lifeboat radio equipment that automatically transmits SOS and radio direction finder signals on two frequencies with a range of 1,000 miles or more, has been developed by Radiomarine Corp. of America. A 300-foot antenna is carried aloft by kite or balloon. Handpowered, the transmitter delivers 5 w power to the antenna on frequencies of 500 and 8280 kc.

Our Respects to

(Continued from page 40)

experienced an earthquake of tragic proportions. Two tremors had already shaken the land when Ed took his mike to a street corner in downtown Helena. He plugged the lines into the telephone company switchboard and, going out into the street, began broadcasting.

"Right in the middle of the description," Ed tells, "there was a third tremor, the heaviest of all. Then with a roar, the building right across from where I was collapsed into the street.

"It was a great news break, but the trouble was," he says, "people kept writing in saying it must have been a frame-up. They thought we arranged the quake along with the building's destruction, I suppose."

For his work in raising $3,000 in Kalispell for earthquake victims—more than any other city had raised—Ed received hearty congratulations from the Governor of Montana.

Another special event that he was famous for in the West was the broadcasting of the capture and killing of the "Tarzan of the Tetons," a Wyoming bad man. The station had been carrying a running story for five or six days on the chase of the criminal when a druggist in Powell, Wyo., called KGHL and said that the man was across the street holding up the local bank. Ed got an announcer to the phone and put a mike beside him.

Over 90 miles of wire, the druggist described the drama as it progressed, with the posse surrounding the bank. The announcer relayed the story to the listening audience, from the beginning to the end when the man left the bank and was shot on the spot. It was a high point in special events reporting.

Bowled His Best

Life in Washington may seem dull after such western dramas. He is making his home there with his wife and daughter, Nancy, 15. He married a Fargo girl, Virginia Wright in August 1928. Their favorite pastime is bowling together.

"In fact," he says, "I had to win the North Dakota state bowling championship to get out of town in 1933. The banks were closed—remember?—and I was broke, but there was a job waiting for me in Montana. So I bowled my best and won enough to buy train fare."

In 1938 and '39 he competed in the national tournaments in Chicago and Detroit.

For brief vital statistics, he was born in Grand Ridge, Ill. on April 21, 1905. He attended N. D. State College and is a graduate of the U. of N. D., with a post-graduate degree from the U. of Minnesota School of Journalism.

Stimson Praises NBC

SECRETARY OF WAR Henry L. Stimson, in a letter to NBC president Niles Trammell on the fourth anniversary of *Army Hour*, April 8, said the program "has brought into American homes the sounds of war and the voices of our troops, thus bringing for an hour each week, the vast distances separating us at home from those distant battlefields."

THE VOODOO BOYS WORK WITH DRUMS AND RATTLES

You can get better results with WBIG.
There's no magic about results in "The Magic Circle." It's as simple as WBIG. Just take the richest area in the South . . . a community of One Million People who are part of the listening radius of "The Prestige Station of The Carolinas" . . and you are bound to obtain results.

EDNEY RIDGE, DIRECTOR

WBIG

GREENSBORO, N. C.

MAGIC CIRCLE OF 50 MILES

THE PRESTIGE STATION OF THE CAROLINAS

5000 WATTS DAY AND NIGHT

AP

WPDQ, Jacksonville, Florida

"That Telescript, 'Washington Today' is a good broadcast . . . already sold."

Robert R. Feagin, General Manager

available through PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N.Y.

A Community* with 978 Hardware Stores

. . . Picture a single Community with 978 hardware stores where in one year $22,413,000 worth of nuts, bolts, nails, screws, and all the other articles necessary to keep the home and business running smoothly are purchased.

That's the picture of the hardware business in the WGY COMMUNITY*—that section of central and eastern New York and western New England served by WGY.

And WGY is the ONLY medium you can use to combine this valuable market into ONE coverage area.

**WGY's primary and secondary areas contain 18 cities of over 25,000 population; 39 cities of over 10,000 population and 40 incorporated towns and villages of over 5000 population*

GENERAL ELECTRIC
WGY-286

WGY 50,000 watts—23 years of service—NBC

SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES

MANAGEMENT

W. W. (BILL) BEHRMAN, former manager of WBOW Terre Haute and for two years a Naval lieutenant, after participating in the Philippine invasion is at a Navy base hospital somewhere in the Pacific. He reports he soon is to be evacuated to the States.

LEO FITZPATRICK, vice-president of WJR Detroit, last week was reelected president of the Civic Light Opera Assn. of Detroit for the third year.

EDGAR KOBAK, MBS president, left New York last Thursday for a short vacation in Atlantic City.

MAJ. EDNEY RIDGE, WBIG Greensboro, N. C. director, has received a citation from French Ambassador Henri Bonnet expressing gratitude for his work in directing American relief for France in North Carolina.

NILES TRAMMELL, president of NBC, has returned to New York after a sojourn of several week in Reno, Nev.

STUART ODELL Jr., former program director of WHIS Bluefield, W. Va., is now assistant manager of WHLN Harlan, Ky.

G. V. DE FREITAS, manager of shortwave station ZFY Georgetown, British Columbia, is in Washington on a six month assignment as consultant on West Indian matters to the Coordinator of Inter-American Affairs. Studios and offices of the station directed by Mr. de Freitas were destroyed in a $10,000,000 fire which swept the Georgetown business section in February.

DAN H. VINCENT, KSL Salt Lake City auditor, has been elected asst. treasurer of Radio Service Corp. of Utah.

ED BOLOFF, vice-president of Blue-ABC central division, was appointed Chicago chairman of the Radio Committee of the Chicago United National Clothing Collection for overseas war relief.

JOHN A. PHILLIPS, who joined WGKV Charleston, W. Va. the first of the year as account executive, has been named general manager of the station succeeding **JOSEPH B. MATTHEWS**.

S/SGT. HAROLD J. BROWN, manager of McClatchy Broadcasting Co. station KERN Bakersfield, Cal., on leave with the Army Air Forces, is a combat radio reporter on the Blue-ABC show "The Fighting AAF."

FANNEY EYMAN LITVIN, senior broadcast attorney at the FCC, left Thursday for a month sojourn at Camp Borden, Ga., where her husband, Maj. Philip Litvin, is medical officer. She has not announced future plans.

COMMERCIAL

ROBERT R. SOMERVILLE, former assistant to the sales manager of Mutual, has been named president of Radio Advertising Co., New York, station representative. Presidency is a newly created office. **LOUIS J. F. MOORE** continues as manager of the New York office.

ROGER K. (Dutch) HUSTON, assistant to **KELLY SMITH**, general manager of the WBBM Chicago sales department, is to replace **ROBERT BUCKLEY**, assistant western sales manager of CBS, who has joined Dancer-Fitzgerald-Sample, New York (BROADCASTING, March 12).

ROBERT E HOWARD Jr. of NBC New York spot sales staff has been transferred to Hollywood as western division spot sales manager. He replaces **DON NORMAN**, shifted to New York.

VIRGINIA DAVENPORT, formerly with WBZ Boston as assistant traffic manager, has joined WCOP Boston succeeding **MRS. EDWARD MURPHY**, traffic manager for four years. Mrs. Murphy is leaving WCOP.

Three Now Commodores

THREE Navy communications officers were promoted last week from their rank of captain to the temporary rank of commodore. Capt. John V. Murphy is to become a commodore while serving as Deputy Director of Naval Communications awaiting permanent duty. Capt. Thomas B. Inglis, who had been Deputy Director of Naval Communications, and is now Deputy Director of Naval Intelligence, has been promoted to commodore. Third officer to be promoted to that rank is Capt. Earl E. Stone, former Assistant Director of Naval Communications in charge of security operations and Eastern Sea Frontier communications officer, now communications officer on the staff of Fleet Adm. Nimitz at CINCPAC.

ROBERT EWING, sales research supervisor of the Blue-ABC central division, has resigned to join NBC central division local and spot sales department as account executive. He replaces **LOU TILDEN**, advanced to network salesman succeeding **JOHN McCORMICK**. Successor to Mr. Ewing is **OLIVE McCANN**.

DOUG ELMORE, account executive at CKWX Vancouver, has been transferred to the Toronto office of All-Canada Radio Facilities, representative and transcription firm. Formerly an announcer of CKOV Kelowna, B. C., he became CKOV sales manager and joined CKWX early this year.

JACK O'MARA, Blue western division sales promotion manager, Hollywood, in New York for a three-month conference with home office executives.

HOWARD GRAY, program director-account executive of KFVD Los Angeles, has been promoted to commercial manager. He succeeds **F. J. SMALLEY Jr.** who resigned to become New York resident manager of Smith, Bull & McCreery Adv., Hollywood agency.

LARRY COMPTON, account executive of KECA Los Angeles, has resigned.

PAT O'HALLORAN, former KEVR Seattle sales manager, has joined the sales department of KIRO Seattle.

JOHN R. LINDSAY of the KGVO Missoula, Mont. commercial department has resigned to enter business for himself. **HARRY G. BENNETT**, former promotion manager, is his successor.

GEORGE BELL, formerly with Harry F. Foster Agencies, Toronto, has joined the sales staff of CKEY Toronto.

BRYAN BISNEY, formerly with RCA-Victor, Toronto, and CKY Winnipeg, has been appointed transcription sales manager of CKEY Toronto.

EVERETT L. THOMPSON formerly with WKBN Youngstown, has joined the sales staff of WCOP Boston.

EDWIN A. PANCOAST, WINS New York salesman, is the father of a boy.

C. E. WHITEHART is a new member of the sales staff of WHLN Harlan, Ky.

Another PROOF THAT WFBL IS SYRACUSE'S LEADING RADIO STATION

WFBL Syracuse

1945 GEORGE FOSTER PEABODY AWARD WINNER

WFBL wins national recognition AGAIN! The leading radio station in a rich market wins citation in the 1945 George Foster Peabody awards . . . for "Syracuse on Trial" . . . This WFBL program also received the first prize for public discussion programs in Ohio State University's Radio Institute contest.

In news . . . entertainment . . . public service . . . and educational programs . . . WFBL has been the leader for 23 years!

WFBL Syracuse CBS

THE BEST STATION IN A BIG MARKET

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

In the UTAH *market*

KDYL SALT LAKE CITY

UTAH'S NBC STATION

JOHN BLAIR & CO. National Representative

BLAW-KNOX and the voice of radio

Blaw-Knox Towers have played an important part in radio since the early days of Marconi. Most Radio Towers*, here and abroad, are of Blaw-Knox design or manufacture. Blaw-Knox's importance in military electronic development cannot now be disclosed.

What Blaw-Knox means to radio, it means to many other industries. If you are concerned with modern methods for converting raw materials to usable products by chemical or mechanical means, or solvent recovery . . . or any ramification of industrial processing, Blaw-Knox can carry on from pilot plant to full scale production.

Blaw-Knox can serve in other ways: with prefabricated piping, equipment for the steel industry and a broad line of construction equipment, to name a few. Let us discuss your problems with you—at your convenience.

*The Tower is an essential part of the voice of radio. Blaw-Knox Towers (some over 1000' high) are used for broadcasting, communications, navigation, television, facsimile, police work . . . as well as for undisclosed electronic purposes.

BLAW-KNOX

A PACEMAKER FOR AMERICAN INITIATIVE AND INGENUITY

BLAW-KNOX COMPANY

2038 FARMERS BANK BLDG. PITTSBURGH, PA.

LEWIS FOUNDRY & MACHINE DIVISION, Rolls and Rolling Mill Machinery

POWER PIPING DIVISION, Prefabricated Piping Systems

COLUMBUS DIVISION, Ordnance Matériel

SPECIAL ORDNANCE DIVISION, Bofors Anti-Aircraft Gun Mounts and Mechanisms

BLAW-KNOX DIVISION, Chemical & Process Plants & Equipment, Construction Equipment, Steel Plant Equipment, Radio & Transmission Towers . . . General Industrial Products

PITTSBURGH ROLLS DIVISION, Rolls for Steel and Non-Ferrous Rolling Mills

UNION STEEL CASTINGS DIVISION, Steel and Alloy Castings

NATIONAL ALLOY STEEL DIVISION, Heat and Corrosion-Resistant Alloy Castings

MARTINS FERRY DIVISION, Bofors Anti-Aircraft Gun Mounts

BLAW-KNOX SPRINKLER DIVISION, Automatic Sprinklers and Deluge Systems

A FEW VICTORY PRODUCTS

ANTI-AIRCRAFT GUN MOUNTS · GUN SLIDES · LANDING BARGES · SYNTHETIC RUBBER PLANTS · PIPING FOR NAVAL VESSELS · POWDER PLANTS · ROCKETS · 16" PROJECTILES · CAST ARMOR FOR TANKS & NAVAL CONSTRUCTION · CHEMICAL PLANTS

WELL-DRESSED IOWA FARMER— (IN A PIG'S EYE!)

Farmer Bill's porkers *might* approve of this get-up . . . but any rural Iowan would know it's kinda queer.

Folks out here can spot a phoney "farm station" just as quickly as they'd recognize a play-boy farmer. When a station gives them perhaps one farm program a day, read in a suave Eastern accent. they don't tune in often.

But a full-time *farm station* gives out with farm news, information, and real live-talent—not jive-records. That's something different—that's what they get from KMA . . . and that's why KMA gets from them *twice* as much listener-mail as any other station in this great rural area.

Send for the story of the No. 1 Farm Station in the No. 1 Farm Market where the average farm income in 1943 was $7,672 (with 1944 estimated to have been 20% higher!)

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

PRODUCTION

JERRY LAWRENCE, announcer for the Seven-Up "Fresh-Up Show" on Mutual, has been signed to a seven-year contract covering services for this sponsor only and including television as well as sound broadcasting, by J. Walter Thompson Co., New York, agency for Seven-Up.

MARIAN CASEY succeeds **DELORES SWANBERG** in the continuity department of KGVO Missoula, Mont.

BILL MILLER, former WEW St. Louis announcer, has joined KXOK St. Louis. **ALLAN FRYE**, released from the Army, is also a new member of KXOK.

CHARLIE STOOKEY, KXOK St. Louis farm editor, has received word that his son Pfc. John D. Stookey, reported missing, is a POW in Germany.

EDGAR (Cookie) FAIRCHILD, musical director of the NBC "Johnny Presents Ginny Simms Show", is the father of a girl.

ROBERT D. O'BRIEN, former English instructor at Harvard U., has joined CBS in the program analysis division of the research department.

HARRIET DAVIS, former continuity writer at WINS New York, has joined the CBS education division to work on the science and history programs of the CBS "American School of the Air", replacing **RUTH FRIEDLICH**, resigned.

ROSS E. MOHNEY, one of the original announcers at WCED DuBois, Pa. and later with WLVA Lynchburg, Va. before entering the Navy, has been in the Pacific area for ten months and has participated in several major invasions.

KLAUS LANDSBERG, television director of W6XYZ Hollywood, and Evelyn Ashlin of Rio de Janeiro were married April 2 in Los Angeles.

LT. COL. CHARLES VANDA, released from the Army, has returned to CBS Hollywood as executive producer.

HELEN B. WILSON, former KIDO Boise, Ida. copy writer, has resigned and is replaced by **GRACE A. VAUGHAN.**

MAXWELL CROFT, previously with WCBM Baltimore, is now script writer with WTBO Cumberland, Md.

GORDON WILLIS, announcer of KQW San Francisco, is the father of a girl.

STEVE ALLEN, formerly with the Arizona Network, Phoenix, has joined KMTR Hollywood as writer-m.c.

BOB JANES, formerly with KXRO Aberdeen and KFAC Los Angeles, has rejoined KGO San Francisco as announcer.

HAL LANSING, WGN Chicago staff announcer, is the father of a boy.

PVT. RAYMOND C. GANTTER, former WFBL Syracuse program director now in the Army, has been promoted to sergeant.

ED WIEBE, freelance announcer, drops his eight programs on WJJD Chicago to enter the Navy as an apprentice seaman in Navy public relations.

HARRIET DUNBAR, former women's program director for WWNY Watertown, N. Y., has joined WWVA Wheeling.

ED HALBERT, production manager of WIP Philadelphia, has resigned to join CBS New York as assistant producer.

ED STARR, new announcer at WHBQ Memphis, is the sixth ex-service man to be employed by the station.

ROY NEAL, former announcer of WIBG Philadelphia and now in the service, has been commissioned a lieutenant at Ft. Benning, Ga.

JOHN HOLTMAN, NBC Chicago staff announcer, is working despite a cast on a cracked ankle bone.

ANN KELLY, who entered radio with NBC in 1927, joins WJZ New York as assistant to **JOHN HADE**, program director. Miss Kelly is former assistant to **RAY KNIGHT** at Young & Rubicam and recently was with William Morris Agency, New York.

RUSS THORSON, announcer of KPO San Francisco, has resigned to freelance.

VERNON WHITE has left his announcing post at KSFO San Francisco to freelance.

BILL BROWN, news and sports editor of KYA San Francisco, has taken over as program director of the station following resignation of **DICK WYNNE** to freelance.

ERIK BARNOUW, former NBC assistant script director now with Armed Forces Radio Service, is to compile an anthology or radio plays to be published by Farrar & Rinehart, New York.

ED JURIST, freelance script writer, has been appointed writer-editor in the NBC script department.

HAROLD THOMPSON, drummer in the WCKY Cincinnati orchestra, and **LOTTE TULL** of the WCKY sales department, have been married.

ALAN KEYES has resigned as announcer at KGO San Francisco.

THESE THREE video pioneers held a reunion in San Francisco to celebrate the 15th year of what is claimed to have been the first commercially sponsored telecast, even though experimental. Left to right, Walter Preston, CBS Chicago program manager, Sara Ann McCabe of the "Follies" and A. E. (Al) Nelson, head of a San Francisco public relations firm, recalled the program, telecast over WIBO Chicago and W9XAO, formerly owned by Mr. Nelson. Brown & Williamson Tobacco Co. was sponsor.

JACK W. DAUB, announcer at WWNC Asheville, N. C. prior to induction in the AAF, has received his commission as second lieutenant.

W. CHARLES ROE, formerly of WNOX Knoxville and now a field director in the overseas service of the American Red Cross, is home on sick leave. He reported to Washington for reassignment April 2.

BETTY TALLENT is new music librarian of WWSW Pittsburgh.

THOMAS S. GAUSE, formerly with WMFD Wilmington, N. C., has joined WPTF Raleigh as announcer.

FRED KEA, former WMLT Dublin program director, has joined the WMAZ Macon, Ga. announcing staff.

ELEANOR HOWARD, who conducts the daily "Listen Ladies" on WOL Washington, is back on the air following a streetcar accident in January in which she suffered a brain concussion and broken shoulder.

MIKE CONNER, CBS staff producer in Chicago, has resigned to freelance.

ANDY POTTER, producer of KFI Los Angeles, is the father of a girl.

KEYES PERRIN, for three years staff producer-announcer of WOR New York, is to enter the Army April 13.

SAM CAREY, WRVA Richmond, Va. production manager, is the father of a boy.

ENS. JAMES McNEAR, USNR, former WFBL Syracuse announcer, has married **BETTIE HITCHCOCK** at Rochester.

HERMINA GIBSON, former KGVO Missoula, Mont. traffic manager now with the American Red Cross, has arrived in New Guinea for reassignment.

Don Lee Net Buys Site In Hollywood

NBC, Blue-ABC Plan Post-War Construction on Radio Row

WITH overall investment reported around $750,000, Don Lee Broadcasting System, Hollywood, has purchased a 90,000-square-foot Vine St. site for proposed new two-story studio and executive building, according to Thomas S. Lee, president. Lewis Allen Weiss, vice-president and general manager, with Willet Brown, vice-president and assistant general manager, handled negotiations. Vine St. property is located in Hollywood's "radio row", three blocks south of Sunset Blvd., between Homewood and Fountain Ave.

Lease May Be Extended

Anticipating needs of television and FM, proposed two-story structure would house four audience studios seating between 300 and 400 persons each, with seven additional non-audience studios. Stages would be larger. Production and programming will be quartered on first floor with administrative and executive offices on second. Mr. Weiss was hopeful of an early fall ground breaking.

Lease on present site of Don Lee Broadcasting System, at 5515 Melrose Ave., owned by RKO Radio Pictures Inc. expires at year's end, but will be extended until new structure is completed.

Height-limit office buildings with space restricted to networks and allied crafts are also being blueprinted for post-war construction in Hollywood by NBC and American Broadcasting Co. NBC structure will be in addition to its present studio and executive building at 1500 N. Vine St. It will be at the corner of Vine St. and Selma Ave., location owned by the network, but now occupied by Otto K. Olesen Bldg.

If negotiations are completed, KGFJ Los Angeles independent, will also shift operations to Hollywood.

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

THESE
20
W S M
YEARS

THE 4:03 TRAIN

Every afternoon for more than 12 years we have let our listeners hear the 4:03 train go by, interrupting any program which conflicts. If you can think of a more fundamental American urge which may be satisfied over the radio, we will do that, too. Our job is to bring listeners what they want, so they'll want to listen.

We do and they do over an area of five million population.

WSM
NASHVILLE

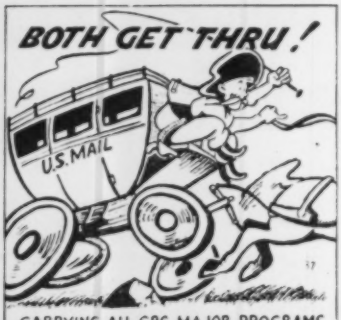
THE STATION THAT CREATES GOOD COMPANY FOR ITS COMMERCIALS.

HARRY STONE, *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate

The
WSLB
(Mutual)
Farmer Milks:—
250,000
Cows
Twice Daily Pulling:—
$30,000,000.00
Annually
His Cash Pay is:—
$2,500,000.00
Monthly
The WSLB Farmer Has
Money To Spend Every Month
Not
ONCE-A-YEAR
The Walker Co.—Representatives
Ogdensburg, N. Y.

WJHP
Jacksonville, Fla.
To Reach the People of
JACKSONVILLE
Quickly—
Effectively
USE
WJHP
Represented by
JOHN H. PERRY ASSOCIATES

BOTH GET THRU!


CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA · MONTANA

OVER 160,000
RADIO HOMES
In W M O H
.5 MV/M Area
The SPOT For
Your SPOTS Is
WMOH
Hamilton, Ohio

AGENCIES

CHARLES L. ROTHSCHILD, former account executive of Frank Bruck Adv., New York, and previously president and radio director of the former Consolidated Adv., New York, has joined Emil Mogul Co., New York, as executive vice-president. He retains four accounts, including two radio advertisers, Kno-Mark Mfg. Co., Brooklyn, shoe polishes, and Adler Shoes, New York.

MELVIN BRORBY, vice-president of Needham, Louis & Brorby, Chicago, will serve as chairman of the advertising committee for Build for Peace, group organized to help inform the people of Chicago about the issues and problems of world peace. When complete committee will include 20 executives representing all branches of advertising and will co-ordinate activities with the War Adv. Council.

MARION CONNOLLY, formerly assistant to **WALTER CRAIG**, Benton & Bowles, New York, radio chief, has been named personnel director of women. Before joining the agency in 1940 she was assistant to the sales manager of Columbia Recording Corp.

ELEANOR KOEHLER, formerly with **ILKA CHASE** and "Luncheon at the Waldorf" and other network programs, has joined Compton Adv., New York, as publicity writer.

J. M. HICKERSON Inc., New York, has opened a branch office in Atlanta at 901 Wm. Oliver Bldg. under the direction of **HARVEY CLOPTON**.

HARRY B. COHEN, for 15 years with H. W. Kastor & Sons Adv., Chicago, has joined the New York Office of Dancer-Fitzgerald-Sample, where he will work on the American Home Products account.

RICHARD L. SIGERSON, formerly of Western Electric Co. and International News Service, has been named associate director of public relations of J. M. Mathes Inc., New York.

ARTHUR HURD, director of research of J. Walter Thompson Co., New York, is in Puerto Rico to supervise a media survey in that area. He returns April 23.

LUCILLE RUSSEL, former script and commercial writer for NBC, and **WILLISTON P. MUNGER Jr.** of Arthur Kudner Inc., New York, have joined the copy staff of Benton & Bowles, New York.

DEE HASSLER, former public relations and special events chief of WPEN Philadelphia, has joined Beaumont, Heller & Sperling Adv., Reading, Pa.

W. A. DUNKLE has been promoted to account executive of Knollin Adv., Los Angeles office. Agency has moved to larger quarters on ninth floor of 530 W. 6th St. location.

MARTIN B. JONES Jr. has been named radio director of Buchanan & Co., New York. He has been serving with the American Red Cross as chief of entertainment in the European and African theatres and previously was with NBC.

JERRY LAW, former radio director of J. R. Kupsick Adv., New York, has joined Cromwell Adv., New York, in a similar position.

UNITED BROADCASTING Co., Chicago, has moved to larger quarters at 64 E. Lake St. Telephone is Franklin 6001.

HARRY ACKERMAN, vice-president and head of program operations, Young & Rubicam, and **LEWIS TITTERTON**, vice-president in charge of radio production, Compton Adv., have been added to the Agency Radio Advisory Committee of the War Adv. Council.

WOLFE-JICKLING-DOW & CONKEY, Detroit, is new firm name of Ralph L. Wolfe & Assoc. All of present officers continue. Move is readoption and amendment of former name to more represent present ownership and management.

DANIEL M. EBBERTS, former advertising manager of Madsen Iron Works, Huntington Park, Cal., having joined Stellar-Millar Adv., Los Angeles, firm name has been changed to Stellar-Millar-Ebberts.

WALTER LURIE, eastern production chief of Biow Co., New York, for six months, has resigned effective April 15. Mr. Lurie will leave for the West Coast April 20 to audition a new show and will return to New York about May 5.

H. E. Cassidy Chairman Of AAAA Pacific Council

H. E. CASSIDY, of Los Angeles, has been elected board chairman of the Pacific Council of the American Assn. of Advertising Agencies, President Frederic Gamble, of New York, has announced. Mr. Cassidy is vice-president of the McCarty Co., former Board of Governors chairman of the 4-A's Southern California Chapter and chairman of the Association's Pacific Coast Fiscal Control Committee. He has been prominent in Coast agency operations for 17 years.

Mr. Cassidy

Serving with him on the board are Warren Kraft, Erwin, Wasey & Co., Seattle; C. L. Baum, Short & Baum, Portland; Robbins Milbank, Young & Rubicam, San Francisco; Dana Jones, Dana Jones Co., Los Angeles.

MURRAY CAMPBELL, former copywriter with Van Sant, Dugdale & Co., Baltimore, has joined Hazard Adv., New York.

DORATHEA HASSLER, former director of promotion and publicity at WPEN Philadelphia, has joined Beaumont, Heller & Sperling, Reading, Pa.

LOU JACOBSEN has joined Greenfield Lippman Adv., Buffalo, as art director and account executive.

HARRY COHEN, vice-president and account executive of Kaster Adv., Chicago, has joined Dancer-Fitzgerald-Sample, New York, as account executive.

WILLISTON P. MUNGER Jr., for eight years with Arthur Kudner Inc., and **LUCILLE RUSSELL**, script writer for NBC, have joined the copy staff of Benton & Bowles, New York.

A. R. McGILL, former director of Cockfield Brown & Co., Montreal, has been appointed managing director and vice-president of Young & Rubicam, Montreal and Toronto. He was some years ago Canadian manager of Kenyon & Eckhardt, Montreal. **STUART B. SMITH**, manager of the Y & R Toronto office, has been appointed a vice-president of the Canadian company.

CHARLES SCHLIECKERT heads Technographics Inc., new agency which opened April 2 at 1457 Diversey Parkway, Chicago. Personnel includes **ROLAND FULTON**, vice-president; **CARL E. LUNDEEN**, secretary-treasurer; **SIDNEY BORDEN**, art director; **FLORENCE WOLFE**, space buyer.

ANNE SOYER, formerly on the staff of **DON McNEILL**, m.c. of Blue "Breakfast Club", has been made office manager of Gerth-Pacific Adv., Los Angeles.

MARJORIE ORMAN has been appointed publicity director of Hillman-Shane-Breyer, Los Angeles. She succeeds **EMMA LOU MORAN**, resigned.

McKEE & ALBRIGHT, Philadelphia, have announced their resignation as advertising agency for The Beacon Chemical Corp. (Zero and "33" Bleach) effective about May 1.

LAWS of the states and the District of Columbia governing advertising have been compiled in one volume called "State Advertising Legislation", the Dept. of Commerce has announced. Copies are available on request to the Dept. of Commerce, Washington 25, D. C.

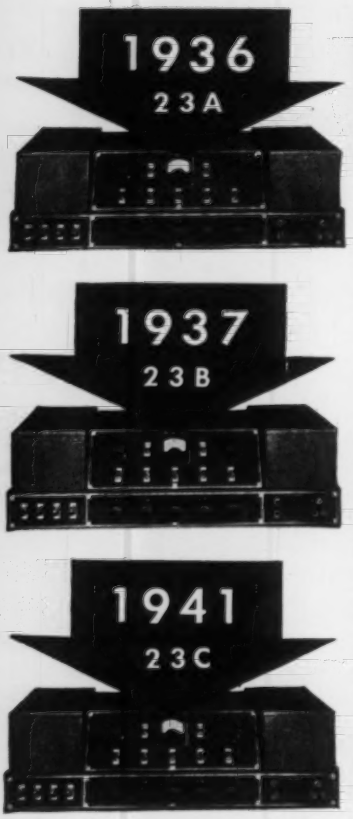
MILLION (Ky.)
HAS
THAT
MANY OF
WHAT?
Not dollars, and certainly not radio listeners! If you're looking for either of *those* in Kentucky, seems as though the most likely place to find 'em would be WAVE's red-hot Louisville Trading Area—where folks spend more money than in all the rest of the State *combined!* A thousand Millions wouldn't equal it as a market for whatever you're selling! WAVE gives you both more Louisville-Area listeners per dollar and more dollars per listener. Want the statistics?
LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

WLAW
SERVING INDUSTRIAL N. E.
5000
WATT STATION
680 KC
Serving
New England's
3rd LARGEST
CONCENTRATED
AUDIENCE
WLAW, LAWRENCE
MASSACHUSETTS
National Representatives:
WEED & CO.

national 'names' sponsored LOCALLY ...make WXYZ a great station!

Edythe Fern Melrose

A national figure among women in Radio for years, EDYTHE FERN MELROSE ("The Lady of Charm") justifiably is proud to see her live WXYZ program broadcast by transcription on stations from the Atlantic to the Pacific. Likewise, WXYZ is proud that Detroit drug and department-store buyers faithfully swear by Edythe Melrose and WXYZ in appreciation of our combined effectiveness.



OK for FM

Going strong in '45!

Nine years ago, Western Electric brought out the 23A speech input console. Complete, compact, giving greater flexibility, ease of operation and high fidelity, it marked a new idea in speech input equipment, and another Western Electric first!

The 23B—differing only in arrangement of controls—followed in 1937. In 1941 came the 23C—with frequency range extended to meet FM requirements.

Many of these old timers are going strong today—proving once more that Bell Labs advanced design is right for years of service.

Western Electric

Western Electric — Distributed by GrayBaR

Buy War Bonds—and hold them!

SPONSORS

PURE OIL Co., Chicago, will sponsor "spring bumper to bumper service" spots three to six weekly on following stations effective April 9: WHIS WJLS WKMO WMVA WHKY WFTC WGTC WRRF WBIG WMFD WGTM WSJS WOLS WBTM WLOK WWVA WARM WFVA WCHV WISE WCNC; effective April 16: WCAR WFDF KFYR. Till forbid contract was placed by Leo Burnett Co., Chicago.

BATHASWEET Corp., New York, has added WLS Chicago and WGAR Cleveland to its spot campaign for soap and bathsalts. Company plans to increase its radio activities as soon as distribution can be assured. Agency is H. M. Kiesewetter Inc., New York.

SKINNER MFG. Co., Omaha (Raisin Bran), on April 2 started thrice-weekly five-minute "Record of the Day" on KNX Hollywood. Contract is for 52 weeks. Bruce B. Brewer & Co., Kansas City, is agency.

BELL FOOD PRODUCTS Co., Vernon, Cal. (potato chips, peanut butter), has appointed Kenyon & Eckhardt, New York, to handle advertising.

UNIVERSAL MOTORS Co., Oshkosh, Wis., began sponsorship April 2 on WIND Chicago of "Sing Sailors Sing", 7:05-7:25 p.m. (CWT) Mon. through Fri. Show is broadcast from the recreation center of Great Lakes Naval Hospital. Format includes community singing and musical quiz. Contract for 26 weeks was placed by United Broadcasting Co., Chicago.

LAXSEED Co., New York, is sponsoring Carlton Frederick's health and food program twice-weekly on WHN New York for Vi-trese, a laxative. Agency is Maxwell Dane Inc., New York.

WISE SHOE STORES Inc., New York, now sponsors a half-hour 52-week musical show, "Fine Performance", on WNEW New York. Contest featured on the program gives winner a pair of shoes. But it takes a ration stamp just the same, according to the agency, Lester Harrison Inc., New York.

PROCTER & GAMBLE Co., Cincinnati, for Dash has purchased a six-weekly quarter-hour period on KDYL Salt Lake City through Pedlar & Ryan, New York.

LEWIS G. DUTTON, since 1941 sales comptroller of Clapp Baby Foods division of American Home Foods Inc., has been appointed vice-president and general manager of the P. Duff & Sons division of AHP, with headquarters in Pittsburgh. Mr. Dutton went to AHP in 1937 from Young & Rubicam, New York.

ANDREW JERGENS Co., Cincinnati, primarily a network advertiser, the first of April started thrice-weekly sponsorship of Martin Block's "Make Believe Ballroom" on WNEW New York for Jergens face cream, and last week added three Block programs for Woodbury's face powder. No additional spot radio is planned. Contract for 52 weeks placed through Lennen & Mitchell, New York.

SPARKLETTS Corp., Los Angeles (Sparketta-Up), on March 31 started 60-minute post-midnight recorded "Rhapsody in Wax" six per week on KHJ Hollywood. Contract is for 26 weeks. Firm on April 2 started similar quarter-hour schedule on KMTR Hollywood, KPAS Pasadena and KGFJ Los Angeles, with five-minute newscast on KFI Los Angeles. Contracts are for 52 weeks. Raymond R. Morgan Co., Hollywood, has the account.

STANDARD, INDIANA, WOULD TOP SPORTS

STANDARD OIL COMPANY of Indiana is starting a five-year radio campaign with the object of becoming principal sponsor of news and sports broadcasts in its territory. In Iowa and Minnesota the company is experimenting with other types of shows.

Company began sponsorship March 31 of the KSTP Minneapolis *Barn Dance*, 8:30-9:00 p.m. Saturdays, and April 2 began sponsorship of a quarter hour news show six times weekly on KOIL Omaha, marking 20 shows now on the air for Standard Oil.

Three new shows are scheduled within the next few months: quarter hour sports broadcast, six weekly, effective April 30, on KMBC Kansas City; quarter hour news show, six weekly, effective June 9, on KSD St. Louis; and quarter hour news show, six times weekly, effective July 2, on WIRE Indianapolis. Till forbid contracts are placed by McCann-Erickson, Chicago.

SAFEWAY FINANCE Co., Los Angeles, in a 13-week campaign started March 20 is using total of 78 spot announcements on KFAC Los Angeles. Other local stations will be added. Western Adv., Los Angeles, has the account.

HARMAN WATCH Co., New York, has signed for sponsorship on WMCA New York of "Halls of Congress", half-hour documentary series featuring reenactments based on the Congressional Record of the preceding week. Firm formerly sponsored spot announcements on WMCA. As part of a gradually expanding spot schedule, Harman recently purchased all time-signals on WLIB New York. Agency is Moss Assoc., New York.

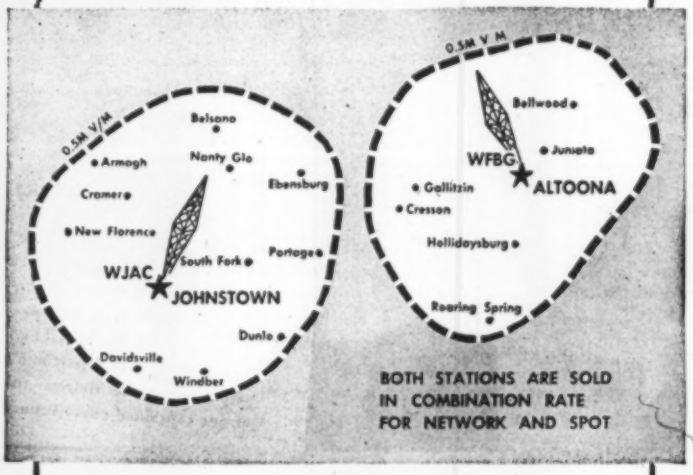
WINE SHIPPERS, New York, taking advantage of a programing feature introduced by WLIB New York on its "Luncheon Musicale", promotes Cocktail Sherry and Colcombet Golden Sherry during the first "course" of the musical meal, Private Cellar Chablis for "entrees" and the "main dish", on the Sunday broadcast. Station has designated each quarter-hour of the daily show as a "course" available to advertisers of an appropriate product. Agency for Colcombet products is Redfield-Johnstone Co., New York.

KRESGE-NEWARK, Newark, department store, in addition to a six-weekly half-hour audience participation program on WAAT Newark, has signed three additional half-hours weekly on WAAT—two recorded music shows and a "Garden Round Table". Originating from the store's auditorium, latter program features gardening experts from nearby Rutgers U., who answer questions submitted by audience. Six-weekly series "Kresge-Newark Magazine of

(Continued on page 52)

WJAC JOHNSTOWN — NBC — WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

IN EASTERN NORTH CAROLINA

WRRF

COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET

Over 600,000 Population
67,144 RADIO HOMES
6,188 Retail Outlets
Annual RETAIL SALES
Over $100,000,000
Write Us Today for Our New Informative Folder

TARHEEL BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FORJOE & CO.
New York • Chicago • Philadelphia

Fastest-moving team in the league

GUESS everybody knows we have a lot of new folks. We've augmented the veterans, men who know the network business inside and out, with a group that knows how to sell goods . . . knows the client's basic problems . . . knows how to think in terms of cutting distribution costs and getting more for the advertiser's dollar.

We've been in hot pursuit of a pretty clear-cut objective, although it might not look that way from the outside. And we've been making some real progress. A new kind of network is being born. All that's sound about the old network (and by and large, networks *are* a pretty sound operation) has been preserved. *But from this new team you can expect some fundamental improvements that will appeal to you as an advertiser, and to you as a part of the great American public.*

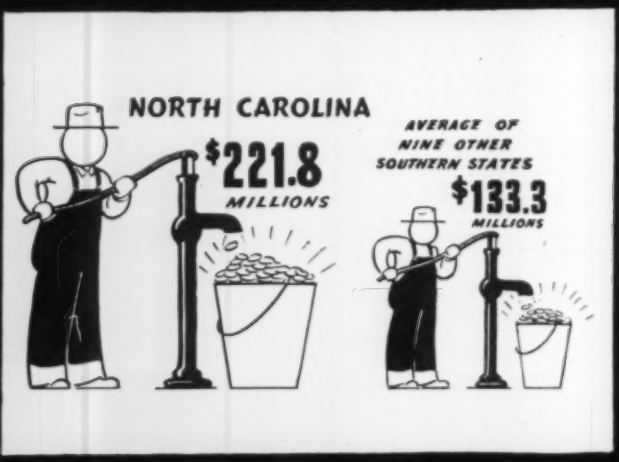
You might bear that in mind when you are thinking about where to invest your radio dollars. Especially since you save $3,500 when you buy a nighttime half-hour on the *Blue*.

THE VETERANS (only some of them are in the picture): Standing at the left is . . . you're right, Mark Woods, our prexy. If you don't know Mark, you know of him because he's one of radio's real pioneers. Next there's Keith Kiggins, who's our v.p. in Charge of Station Relations, an ex-cow puncher who has been with the network since '33. Then there's Johnny Norton, who's Station Relations Manager and one of the youngest execs in the business. Next to John comes Ed Borroff, our v.p. for the Central Division; Ed has an 18-year background in the radio business. And now for the seated team members, left to right: Don Searle, who's General Manager of our Western Division, a man with years of know-how including station management. Next to Don is Charles Rynd, an NBC grad who's a v.p. and formerly our company treasurer. And last but not least is Pete Jaeger, our General Sales Manager, a v.p. too, who came to us from Transamerican.

NEW TEAM-MATES (not all of them by a long shot) also reading from left to right: Ed Noble, our Chairman of the Board, founder and chairman of the Life Savers Corp., formerly owner of WMCA and an outstanding business leader. And our Vice Chairman of the Board—yes, it's Chet La Roche, whom you remember as Chairman of the Board at Y & R, a man who did so much to build their radio department. Chet headed the War Advertising Council too. Next is Hub Robinson, another Y & R grad, where Hub was in charge of their radio department, built talent and program departments . . . so it's logical that Hub is our v.p. in Charge of Programs. Then comes Fred Smith, an advertising publicity expert of long standing (had his own shop, was a BBDO and Y & R man and for the past two years Henry Morgenthau's right-hand man); Fred is our v.p. in Charge of Advertising Promotion and Public Relations. The man with the catcher's mitt is Bob Kintner, well-known writer and columnist (with Alsop, remember?), our v.p. heading up news and special events, and helping us put into practice a new kind of news policy. As for the last fellow seated, it's Adrian Samish, our National Production Manager, who has eighteen years of active production experience in stage, screen and radio . . . and backing up both the old and the new members are these folks, who've had many years in both the advertising and selling fields: Mike Huber, Ben Bodec, Carol Erwin, Ted Oberfelder, Ivor Kenway.

AMERICAN BROADCASTING COMPANY, INC.
The Blue Network

NORTH CAROLINA
IS THE SOUTH'S
No. 1 AGRICULTURAL
STATE



WPTF
(CARRYING N. B. C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No. 1 SALESMAN

WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

(Continued from page 50)

the Air" is also an audience participation show broadcast from the store itself with shoppers participating in treasure hunts and other games. Business placed direct.

INDEPENDENT COAL & COKE Co., Salt Lake City, has signed for sponsorship Mon.-Wed.-Fri. on KDYL Salt Lake City of H. V. Kaltenborn, NBC commentator. Auerbach Dept. Store has signed for Mon. through Fri. Pacific War commentaries by Larry Smith.

MASSACHUSETTS State Republican Committee through John W. Queen Agency, Boston, has signed for 7-7:15 p.m. period for 52 weeks effective April 6 on WCOP Boston.

GERTZ DEPT. STORE, Jamaica, N. Y., is sponsoring for 52 weeks Linda Gray in five-weekly quarter-hour women's interest program on WMCA New York. Agency is Allied Adv., New York.

LEWIS Ltd., Truro, Nova Scotia, will use four Canadian markets starting about the last of August in its radio advertising campaign for Empire Brand men's hats, according to agency, Bermingham, Castleman & Pierce, New York. Markets to be used are Montreal, Ottawa, Toronto and Windsor. Type of radio advertising has not been decided.

ADLER SHOES, New York, has shifted its account to Emil Mogul Co., New York. Firm uses some 100 commercials weekly on WHN and WMCA New York.

KNO-MARK Mfg. Co., Brooklyn, has appointed Emil Mogul Co., New York, as agency for shoe polishes. Firm has signed for weekly sponsorship of Ed Herlihy's quarter-hour newscast on WEAF New York for Esquire Boot Polish, and plans to increase schedule for this product later.

SYLVESTER OIL Co., subsidiary of Standard Oil Co. of New Jersey, New York, in an oil burner repair campaign, last week started a spot schedule on WLIB WFAS WSRR, using one-minute announcements up to twice daily. Agency is Marschalk & Pratt, New York.

POSTAL LIFE & Casualty Insurance Co., Kansas City, has appointed Beaumont & Hohman, Kansas City, to handle advertising campaign. Radio is considered.

GOODYEAR TIRE & RUBBER Co., New Toronto (synthetic tires), will start a half-hour weekly network variety show on a number of Ontario stations. Production will be by Don Bassett Productions, Toronto. Account is being placed by J. J. Gibbons Ltd., Toronto.

BORDEN Co., Toronto (milk, ice cream), has added CKCV Quebec to the Thursday evening network program "Canadian Cavalcade". Agency is Young & Rubicam, Toronto.

CARSON PIRIE SCOTT & Co., Chicago (department store), effective April 9 will sponsor a quarter-hour musical variety show titled "Variety at 5:15" on WMAQ Chicago, 5:15-5:30 p.m. (CWT) Mon.-Wed.-Fri. Program will originate from various Army and Navy hospitals in the Chicago area and will feature stars of the entertainment world as guests. Contract for 13 weeks was placed by Burnet-Kuhn Co., Chicago.

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

Softol Campaign

W. B. ASSOCIATES, New York, has signed for five quarter-hours weekly for 13 weeks on WNEW New York in a test campaign for Softol, a cuticle set. Agency is Slans & Maury, New York.

TRIPLE AAA Tablets Inc., Buffalo, is said to be using radio. Agency is Baldwin & Strachan, Buffalo.

NATIONAL ASSN. of Margarine Mfrs., Washington, is including radio in current campaign. Agency is Leo Burnett Co., Chicago.

DEWEES SPECIALTY SHOP, Philadelphia (women's and children's apparel), has appropriated $250,000 for current campaign including radio. Agency is Sterling Adv., New York.

PHILADELPHIA GAS WORKS is using radio for the first time to advertise gas appliances by sponsoring "Highlights in Music" for 26 weeks Monday through Friday on WFIL Philadelphia. Agency is John Faulkner Arndt Co., Philadelphia.

CLINTON Co., Clinton, Ia. (corn products), is said to be considering radio. Business to be placed direct.

LEWIS G. DUTTON has been appointed vice-president and general manager of P. Duff & Sons Inc., Pittsburgh, a division of American Home Foods Inc. Mr. Dutton was formerly assistant to **H. W. RODEN**, P. Duff & Sons president.

KROGER GROCERY & BAKING Co., Cincinnati, is sponsoring "Famous Hoosier Hop" on WOWO Ft. Wayne, Ind., 9:30-10 Saturday. Agency is Ralph H. Jones Co., Cincinnati.

EARLY & DANIEL Co., Cincinnati (Tuexdo feeds), is extending "Smilin' Ed McConnell" transcriptions for an additional five-week period through May on WDAE WKRC WHAS WSM WSB WJAX WCHS WIOD WBT WPTF WCKY. Agency is Keelor & Stites, Cincinnati.

LAURENTIAN AGENCIES, Montreal (Florida water), has started twice weekly spots on six Canadian stations. Agency is McKim Adv., Montreal.

G. T. FULFORD Ltd., Brockville, Ont. (proprietary), has started spots on 17 Canadian stations. Agency is F. H. Hayhurst Co., Toronto.

HOWE MARTYN has been named advertising manager of Lever Bros., Toronto. He was formerly with McKim Adv., Toronto. **E. W. CARPENTER** has been named general sales manager for Canada of Lever Bros.

MJB Co., San Francisco (rice, tea), on March 23 started weekly quarter-hour participation in "Meet the Missus" on seven CBS Pacific stations, Mon. through Fri. 2:30-3 p.m. (PWT). Agency is BBDO San Francisco.

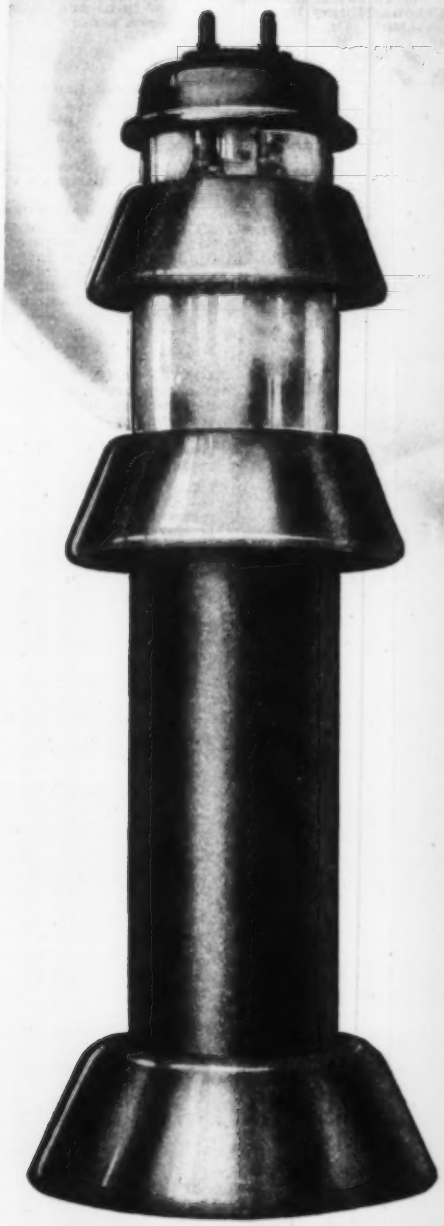
SIGNAL OIL Co., Los Angeles, and Remar Baking Co., Oakland, will sponsor alternate Oakland baseball games on KROW Oakland. **HAL PARKES** and **LEE GIROUX** will announce. Barton A. Stebbens Co., Los Angeles, is agency for Signal and Butler-Parker-Newlin, Portland, for Remar.

KLEEREX Co., Chicago, has appointed O'Neil, Larson & McMahon, Chicago, to handle advertising. Radio is considered.

Today's BEST BUYS
AUDIENCE TESTED FOR DAY TIME BUYERS

A full page of them in the May 7 issue of BROADCASTING on stations

REPRESENTED BY RAMBEAU



POWER

HIGH FREQUENCY HEATING

INTERNATIONAL BROADCAST

FM

The Most Powerful High-Frequency Tube

200 Kilowatts—developed especially for high-power, high-frequency broadcast and industrial applications.

Into this development has gone all the knowledge and experience of the tube-building art that make the name Federal stand for dependability — a reputation earned by more than 35 years of service in the electronics field.

Federal tubes are built for long life . . . produced with all the care and precision of fine craftsmanship.

Federal always has made better tubes.

FEDERAL TELEPHONE & RADIO FTR

Federal Telephone and Radio Corporation

An IT&T Associate

Newark 1, N. J.

SOMEONE
IS ALWAYS
First

COLUMBUS
was the first
to land on the Western
Hemisphere

WHBQ

WHBQ
was first
Memphis
radio station
to broadcast
regularly from a
theatre stage

South's 24-Hour Station

WHBQ

BOB ALBURTY, General Mgr.

Your MUTUAL Friend

Memphis, Tennessee

Represented by RAMBEAU

Miss Friedel to WFD

MARYL FRIEDEL, formerly in charge of exploitation for WLW Cincinnati, has joined the Treasury War Finance Radio Unit as head of the radio information section, succeeding Barney Molohon, now with the programs division of the War Food Adm. In radio since 1929 when she presented a women's program on WOW Omaha, Miss Friedel successively was publicity director of WBBM Chicago, general manager of WLAP (Louisville) Lexington and WJKS (WIND) Gary. She also was publicity director for KMOX St. Louis and for several years ran her own Chicago office.

Bendix Sales Up

BENDIX AVIATION Corp. ended the fiscal year Sept. 30, 1944 with consolidated net income of $15,290,095, equal to $7.22 a share of capital stock after all operating costs and provisions for taxes. Net income for previous year was $14,722,704 or $6.96 a share. Gross sales in 1944 were $914,110,895.

PROMOTION

Youth Essay Contest

EDDIE CANTOR has announced on his NBC program sponsored by Bristol-Myers Co. a contest for the best essay by a high school student on "Juvenile Delinquency, How to Overcome It." He will award three prizes representing a total of $2,250 in War Bonds to the winners, to be announced on May 2 broadcast. Judges include J. Edgar Hoover, FBI chief; Dr. Nicholas Murray Butler, Columbia U. president; Dr. Gordon Sproul, president U. of California. The winners' schools will receive placques. Agency is Young & Rubicam, New York.

Quarter-Hour Chimes

EVERY quarter-hour NBC chimes are sounded from a 12-foot dummy microphone uniting the KDYL Salt Lake two outdoor billboards which mark the site of proposed new postwar studios. Chimes are sounded by automatic control. Billboards feature pictures of NBC stars.

Larus Contest

LARUS & BROS., Richmond, sponsors of the "Guy Lombardo Show" on the Blue Network, will give $1,500 in War Bond prizes to promotion and publicity managers of Blue stations for the best promotion of the program April 15-June 15. Limited to the 180 stations carrying the series, awards will be conferred on the basis of originality of ideas and extent of coverage. Trade press editors will serve as judges. First prize is $500, second $250, third $100, and 20 of $25. Agency is Warwick & Legler, New York.

Retail Radio Treatise

TREATISE on the use of radio by retailers by Aaron Bloom, director of the commercial department of Kasper-Gordon Inc., Boston, is included in a packaged program presentation being distributed to department stores across the country.

Information Booklet

JO RANSON, publicity head of WNEW New York, will prepare for Vocational Guidance Manuals Inc. a guide for the use of servicemen interested in a radio career. Booklet will cover publicity, sales, promotion, announcing, engineering and other phases of broadcasting.

JOANE LANE, trade news editor of CBS for two years, joins Crowell-Collier Pub. Co. today (April 9) in charge of publicity for Woman's Home Companion. **LEO MISHKIN** of the CBS press information department, becomes trade news editor of the network.

LT. ARNOLD SILVERT, Camp Butner (N. C.) PRO and former publicity director for the West Virginia Network, is currently producing a half-hour variety show originating at Camp Butner's Service Club Number Two and broadcast over WPTF Raleigh.

ESTHER KRAVITZ, WINX Washington continuity and traffic chief, leaves April 15 to enter freelance publicity, writing and promotion.

SUSAN DE RACEY GILBERT has joined the promotion department of WJZ New York as assistant to **DUNCAN MILLER,** station promotion manager. Miss Gilbert is former assistant to the press book editor of Republic Pictures Corp.

WEBSTER L. BENHAM Jr., director of KOMA Oklahoma City sales promotion and public relations, has been cited for distinguished service as a wartime citizen by the Oklahoma City Junior Chamber of Commerce and will receive the "Outstanding Young Man Award". He was selected by a committee of nine headed by **MAJ. ROBERT A. HEFNER.**

JOE SEIFERT, WJZ New York audience promotion manager and director of the station's "Victory Troupe" which entertains servicemen at nearby camps, is seriously ill in Doctors Hospital, New York.

IF YOU SELL
OIL

(OR BEER
OR BRUSHES)

ASK YOUR DISTRIBUTOR
ABOUT
KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how much gasoline and grease that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows*—and ten to one he'll say "KDAL"!

1000 WATTS . 610 KC . CBS
FREE & PETERS, INC., Exclusive Representatives

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

FIRST

FOR WJR

THE GOODWILL STATION, DETROIT

"For outstanding and meritorious public service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community it serves."*

THE

Alfred I. duPont Award

"The Pulitzer Prize of Radio"

* Quoted from the presentation made by the Alfred I. duPont Award Committee to Station WJR at the St. Regis Hotel, New York City, Saturday, March 10, 1945.

BASIC STATION, Columbia Broadcasting System • G. A. RICHARDS, Pres. • LEO J. FITZPATRICK, Vice-Pres. and General Manager • EDWARD PETRY & CO., INC., National Representative

Everything

IN SOUND

YOU GET IN A DUPLEX SPEAKER

A smooth 40 cycle low bass response, 15,000 cycles plus in the high frequency range is all any engineer or listener can ask for in high quality sound reproduction. Add a 60 degree angle of horizontal distribution . . . a 40 degree angle of vertical distribution and you have more than you ask for in sound reproduction. You enjoy them all in the Duplex speaker. The SPEAKER that REVOLUTIONIZES the methods of sound REPRODUCTION.

SEND FOR BULLETINS

ALTEC

LANSING CORPORATION

1210 TAFT BUILDING • HOLLYWOOD 28, CALIFORNIA
250 WEST 57 STREET • NEW YORK 19, N. Y.
IN CANADA: NORTHERN ELECTRIC COMPANY

OWI PACKET, WEEK APRIL 30

Check the list below to find the war message announcements you will broadcast during the week beginning April 30. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans
Hold Prices Down	--	--	--	--	--	X	X
V-Mail	--	--	X	--	X	--	--
Dangerous Pennies	X	--	--	--	--	--	--
Stop Wartime Accidents	--	X	X	X	X	--	--
Nursing Service	--	X	X	X	X	--	--
Conserve Cars, Tires, and Gas	X	--	--	--	--	--	--
Merchant Marine Recruiting	X	--	--	--	--	--	--

See OWI Schedule of War Message 158 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Regionals in 1000-2500 w Group Show Average Sales of $151,254 for Year

REGIONAL broadcast stations in the 1,000 to 2,500 w category realized average net time sales of $151,254 during 1944—an increase of approximately 41% over average figures for the preceding year, according to the third of five compilations on 1944 business prepared by the FCC's broadcast accounting department.

The statistics revealed that 137 commercial stations of the 152 in that power category had total net time sales of $20,721,794, an increase of $5,981,160 over the preceding year. In 1943 these stations realized $14,740,634 in net time sales.

Actually, there are 162 stations of 1,000-2,500 w but 10 are noncommercial. All but two of the 137 commercial stations reported increases in net time sales. One reported a decrease of $1,087 and the other a decrease of $1,324. Seven of the remaining 135 stations reported increases of $100,000 to $239,204; 31 of $50,000 to $100,000; 54 of $25,000 to $50,000; 35 of $5,000 to $25,000; and 8 of $91 to $5,000.

Above Other Groups

The gain of 41% compares with that of 28% shown by 191 regional stations in the 5,000 to 20,000 w group [BROADCASTING, April 2]. The 52 stations operating in the 50,000 w category showed a 20% increase [BROADCASTING, Feb. 26].

The FCC's April 3 release on 1,000-2,500 w stations continued:

Ninety-nine of the 152 commercial stations serve as outlets for the four major networks, an increase of six stations over the year 1943, as follows: Blue, 25 stations; CBS, 21; Mutual, 27; NBC, 18; Blue and Mutual, 4; Blue and NBC, 1; and Mutual and NBC, 3.

One of these stations is owned by a regional network (Don Lee) and the licensees of 108 stations, or the companies owning or controlling them, are engaged in other business as follows: Publishing, 48; Manufacturing, 10; Stores, 15; Educational, 8; Banking, etc., 7; Religious, 4; and various other businesses, 16.

Three of these stations are located in Alaska and one each in Hawaii, Puerto Rico and the District of Columbia. There are no stations operating with this power in the States of Delaware, Kentucky, Maryland, South Dakota and Utah. The other 156 are located in the States as follows: Alabama, 1; Arizona, 2; Arkansas, 1; California, 20; Colorado, 5; Connecticut, 4; Florida, 3; Georgia, 1; Idaho, 3; Illinois, 4; Indiana, 1; Iowa, 2; Kansas, 5; Louisiana, 1; Maine, 1; Massachusetts, 4; Michigan, 3; Minnesota, 2; Mississippi, 2; Missouri, 2; Montana, 1; Nebraska, 2; Nevada, 1; New Hampshire, 1; New Jersey, 5; New Mexico, 1; New York, 13; North Carolina, 6; North Dakota, 3; Ohio, 3; Oklahoma, 2; Oregon, 3; Pennsylvania, 12; Rhode Island, 1; South Carolina, 2; Tennessee, 4; Texas, 12; Vermont, 4; Virginia, 1; Washington, 7; West Virginia, 2; Wisconsin, 2; and Wyoming, 1.

The 162 stations in this category may be classified by power and time of operation as follows: 1 station operating with 2½ kilowatts, limited time; 1 with 1 kilowatt night, 2½ kilowatts day, unlimited; 3 with 1 kilowatt night, 2½ kilowatts day, sharing time; 83 with 1 kilowatt, unlimited; 7 with 1 kilowatt, limited; 29 with 1 kilowatt, day; 7 with 1 kilowatt, sharing time; 2 with 1 kilowatt, specified time; 22 with 500 watts night, 1 kilowatt day, unlimited; 2 with 500 watts night, 1 kilowatt day, sharing time; and 5 with 250 watts night, 1 kilowatt day, unlimited time.

KXOA to Join Don Lee

KXOA Sacramento, Cal., now under construction, will become affiliated with Don Lee Broadcasting System, Hollywood, about May 1, making 39 stations in the network, coast outlet of Mutual. Station will operate with 250 w on 1490 kc, under management of Lincoln Dellar, owner. He is vice-president and general manager of Associated Broadcasters Inc., San Francisco.

SPORTS

Exclusive!
Pac. Coast League
BASEBALL
Entire 1945 Season

KMPC
LOS ANGELES
710 Kc.-10,000 WATTS
THE WEST'S GREATEST INDEPENDENT
National Sales Representative • Paul H. Raymer Company

"The following is electrically transcribed..."

on PRESTO discs!

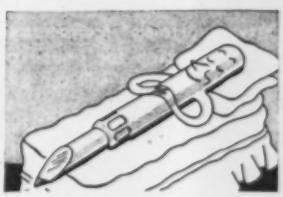
To any modern youngster or her Mommy, the Super Suds jingle is as familiar as the works of Mother Goose. In two years, this merry snatch of song has proved itself a commercial with "super-do"—lilting its way into the musical memory of America, and, incidentally, selling a whacking big heap of suds.

Super Suds "spots" are cut on PRESTO discs. *Most important transcriptions are.* For recording engineers know that PRESTO discs give finer results with less margin for error—*actually perform better than most of the recording equipment on which they are used.* That's why you'll find, in most large broadcasting stations, recording studios and research laboratories, the standard recording disc is a PRESTO.

WHY BROADCASTING STUDIOS USE MORE PRESTO DISCS THAN ANY OTHER BRAND

Less Surface Noise

No Distortion



Easier on Cutting Needle

No Fussy Needle Adjustments

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

PRESTO

RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.

Walter P. Downs Ltd., in Canada

Walter Brown Returns To WSPA Management

TERMINATING two years of service at the White House as assistant to "Assistant President" James F. Byrnes, Walter J. Brown, vice-president and general manager of WSPA Spartanburg, last week left his post at the Office of Economic Stabilization and Reconversion to return to active direction of his station. Mr. Brown, who originally took over the Washington assignment on a one-year leave, was asked to remain by his chief and resigned coincident with Justice Byrnes' retirement, announced last week.

Mr. Brown

A top-flight Washington correspondent before he entered radio five years ago, Mr. Brown established WORD Spartanburg and afterward acquired WSPA. Several months ago WORD was sold under the Commission's "duopoly" regulations. In addition to resmuing active direction of WSPA, Mr. Brown will pick up where he left off two years ago on plans to build an FM station atop Hog Back Mountain, a high point near Tryon, N. C. He also will look after substantial farm interests in Georgia.

Donald Russell, Spartanburg attorney and legal advisor to Justice Byrnes, who also is a director of WSPA, plans to remain in Washington temporarily as an assistant to Justice Vinson, successor to Justice Byrnes.

HICKSVILLE, Long Island, N. Y. plant of Press Wireless Inc. has received its third Army-Navy Award for excellence in war production, entitling the plant to another star in its "E" flag won two years ago.

CONGRATULATIONS were for F. J. Smalley (left), newly appointed New York resident manager for Smith, Bull & McCreery Adv., Los Angeles, when he left to open east coast offices. Well-wishers (l to r) are Walter P. McCreery, agency co-partner, and Mel Roach, production director. Mr. Smalley was formerly commercial manager of KFVD Los Angeles.

Drug Co. Resumes Radio on Network

Extensive Tie-in Promotion Planned by United Drug

UNITED DRUG Inc., Boston, a sponsors of the *Moore-Durante Show* on CBS Friday 10-10:30 p.m., resumed network radio last week after ten years. During that period United has sponsored large-scale, short-run campaigns semi-annually for Rexall one-cent sales. N. W. Ayer & Son, New York, the agency, and client were working last week on the next four-day campaign on 213 stations to eliminate double coverage in markets now covered by the CBS program.

Program Cost $1,500,000

Continuing Gary Moore and Jimmy Durante, both signed to five and a half-year contracts, with other talent of the former R. J. Reynolds show continuing, program will be carried at an estimated cost of $1,500,000 yearly with the most extensive dealer promotion outlets set-up controlled by any network advertiser. In line with all-out emphasis on Rexall drug stores, title has been changed to *Rexall Radio Show* with Jimmy Durante and Gary Moore. Commercials feature the stores, and Puretest Aspirin. Network is being expanded from 133 to 146 stations. There will be a summer replacement July-August while the comedy team goes on a USO overseas tour.

Outlining merchandising plans last week, A. C. Bond, vice-president and general merchandising director, pointed out there was a total of 8,300 Rexall stores, representing "8 miles of window display". United is using house organs, window cut-outs, and posters, inside banners, life-size talent blow-ups, counter displays, ads in 11,000 country newspapers, Rexall club meetings, club circulars, 30,000,000 throw-aways, box inserts in regular magazine advertising, spot announcements, publicity in 900,000 monthly issues of Rexall magazine, a consumer organ, and package inserts. Rexall dealers are being encouraged to place ads locally, and national newspaper advertising is being used.

For NEW Sales Power

Test Your Plans—With Profit

in the

no. 1 test market

Product, package and advertising can be proved—promptly

NORFOLK*: Concentrated Buying Power. Here are 650,000 people, a metropolitan buying unit the right size for accurate, profitable testing, with a moderate test budget.

DURABLE PROSPERITY: Norfolk's* tremendous industrial development needs only 10% reconversion for peace production . . . renewed foreign and coast-wise shipping will see all port records surpassed.

ACCESSIBLE: Mid-Seaboard center; easy to reach; convenient to supply, check. Location gives Norfolk* another durable advantage.

ECONOMICAL TO COVER, COMPLETELY: WTAR dominates the Norfolk* market, reaching more listeners than all other stations combined with listening to outside stations practically nil . . . Details on Hooper reports available on request.

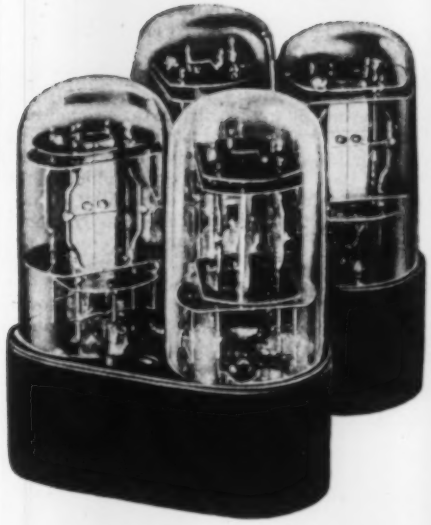
*NORFOLK METROPOLITAN MARKET: a market unit of 3 adjoining cities: Norfolk, Portsmouth, Newport News, Virginia.

WTAR

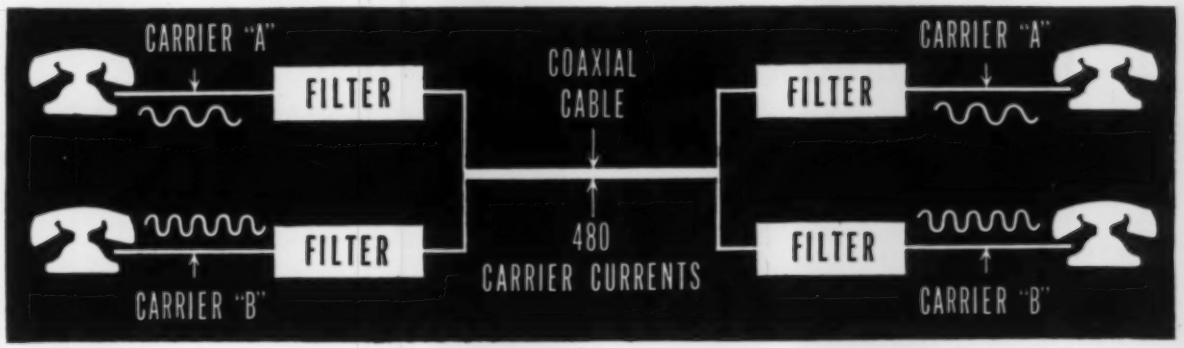
NBC NETWORK
5000 Watts Day and Night
National Representatives: Edward Petry & Co.

NORFOLK VIRGINIA

"Ye said over WFDF Flint we should be workin', didn't ye?"



Crystal gateways for your voice



Four hundred and eighty telephone conversations over a coaxial cable was one of the last peacetime achievements of communication research in Bell Telephone Laboratories. In this multi-channel telephone system, each conversation is transported by its own high-frequency carrier current. At each end of the line are crystal gateways; each opens in response to its own particular "carrier" with the message it transports. In telephone terminology, these gateways are filters.

The ultra-selective characteristic of these filters is made possible by piezo-electric quartz plates, cut in a special manner from the mother crystal, and mounted in vacuum. Each set of plates is precisely adjusted so that the filter responds only to the frequency of its assigned channel, rejecting all others. In the coaxial terminal equipment, such crystal gates sort out messages for delivery to their four hundred and eighty individual destinations.

In recent years, Bell Telephone Laboratories research has provided the Armed Forces with many types of electrical equipment in which frequency is controlled by quartz crystals. Notable is the tank radio set which enables a tank crew to communicate over any one of 80 different transmission frequency channels by simply plugging in the appropriate crystal. The future holds rich possibilities for the use of quartz crystals in Bell System telephone service.

BELL TELEPHONE LABORATORIES

Exploring and inventing, devising and perfecting for our Armed Forces at war and for continued improvements and economies in telephone service.

VAST ELECTRONICS PROGRAM FOR NAVY

AS INSURANCE against unpreparedness in years to come, Capt. Jennings B. Dow, USN, Director of Electronics for the Bureau of Ships, recently said that "It is the earnest hope of those who have had the responsibility for supplying the Navy with modern electronic equipment that when peace comes, our people will not fail to strongly support an adequate research and development program.

"It has been estimated," he continued, "that a minimum of $25,000,000 per year would be required by the Navy to carry out an adequate program in the fields of radio, radar and sonar. The expenditure of this sum would insure the technical 'lead' over other nations which has proved to be so essential to victory."

He predicted that television, at the end of the war, would emerge as "a reality for the use and entertainment of our people," and that it would spread to new fields of usefulness.

Clear Channel Parley

(Continued from page 15)

threaded throughout the tortuous history of clear channels has been the resolute opposition of Chairman Wheeler, of the Senate Interstate Commerce Committee, to clear channels or to power beyond 50 kw. He induced the Senate in 1938 to adopt a resolution inveighing against power of more than 50,000 w. While this resolution has no real legislative standing, it nevertheless has influenced at least certain members of the Commission. Flanking Sen. Wheeler in his stubborn opposition always has been Ed Craney, Montana broadcaster, who is identified with the regional station committee which will urge the clear channel breakdown at the forthcoming hearing.

If current FCC thinking is a criterion, there will be duplication of clear channels now located in the major centers of population. That is accepted to mean there will be east-west coast clear channel duplication. And in the larger markets, stations presently on clear channels probably would be permitted to use power of the order of 50,000 watts or greater, for intensive coverage of their areas, but they would be reduced to 1-B or duplicated channel service, which normally would curtail secondary coverage, particularly at night.

Those clear channels which would be preserved, following this manner of thought, would be located in non-urban areas serving sparsely populated contiguous territories where a secondary signal would provide the best available, and perhaps the only acceptable broadcast service.

In some quarters it is felt that, irrespective of the procedure which the FCC now proposes to follow it cannot determine the nature of the physical structure of the broadcast band, or establish the number of clear channels that should be preserved until it has determined at least two basic program service factors. These are (1) the number of competitive network services which would be accommodated in major markets (the existing view appears to be four) and for secondary coverage, and (2) the kind of program service to be afforded in cities and remote areas.

Drawn into the formulation of such a policy might be such factors as the network affiliation of particular stations, and whether a facility would be allocated unless the station would commit itself to affiliation with a particular network or possibly to no network at all. This is an integral part of the program duplication aspect, particularly when powers of a higher order are taken into account.

"Circle Method" Seen

It would not surprise observers here to see the FCC introduce at the May 9 hearings a plan proposing utilization of the so-called "circle method" of allocation. This would entail arbitrary location of clear channel stations geographically to provide maximum service. The thought also is that under such a plan the Commission would be disposed to authorize power in excess of 50,000 w for such Class I-A stations.

While there has been no inkling as to how the FCC would propose to relocate clear channels, there is substantial agreement on the Commission that such facilities should not be concentrated in centers of population. The proposal might be one wherein the FCC arbitrarily would specify location of channels for maximum coverage. Stations now using those facilities might be given first option to operate the stations at the proposed new locations. In the alternate, the clear channel licensee might be offered a regional assignment in the metropolitan area, with the relocated clear channel available for new assignment.

Number Undetermined

It is doubted whether there has been even a tentative determination as to the number of Class I-A channels (unduplicated at night) that would be retained. Under the 1928 broadcast allocation, 40 clear channels were set aside. The num

Mr. Time Buyer . . .

HERE'S THE ORGANIZATION WHO *KNOWS* THIS RICH MIDDLE AND SOUTHERN MARKET

THE MARKET

The great Middle West and Southwest radio stations and markets are the specialty of T.H.S. organization. WE KNOW from firsthand experience and on-the-spot operations the facts which will help make your schedule click. Let us assist YOU—NOW!

THE AFFILIATES

TEXAS
KFDM—Beaumont
KFYO—Lubbock
KGNC—Amarillo
KRGV—Weslaco
KTSA—San Antonio
THE LONE STAR CHAIN

LOUISIANA
KRMD—Shreveport

OKLAHOMA
KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore
THE OKLAHOMA NETWORK

NEW MEXICO
KGGM—Albuquerque
KVSF—Santa Fe

TAYLOR-HOWE-SNOWDEN
Radio Sales

OUR SALES OFFICES:
New York
Chicago
Dallas
Hollywood
San Francisco
Portland
GENERAL OFFICE—Amarillo

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS. MISSOURI

ber was reduced to 25 after the 1938 allocation hearings, and kept at that figure under the North American Regional Broadcasting Agreement, which became effective in 1941. There are now 24 such channels insofar as the FCC's formal records go.

At the FCC, considerable stress is placed upon the shortcomings of the existing allocations structure. Whereas the law provides for an equitable distribution of facilities throughout the country, it is pointed out that there are only three clear channels west of the Mississippi and that the bulk of those in the East are concentrated in the larger markets. An ideal situation, it is contended, would be one wherein stations of substantial power on preferred frequencies would be so located as to provide as nearly equal service as possible everywhere, with a minimum of overlapping of signals and of programs.

The meager distribution of high power facilities in the West is ascribable to the original law itself, it is recalled. Under the 1927 act, there was the so-called Davis Amendment, which provided for an equal distribution of facilities among the five radio zones into which the country then was divided. Thus, the sprawling fifth zone covering practically the Western third of the country, could have no more facilities than the very compact first zone, comprising only the New England states and New York. The Davis Amendment, because of the virtual impossibility of enforcement, was repealed in June 1936.

It is presumed also that in devising new standards of allocation, the FCC will take into account the fact that propagation generally is far better in the Western areas where man-made noise is at a minimum and where static or other meteorological deterrents to conductivity are not nearly as intense as in the Southern and Eastern areas.

Pinaud Buys Time

PINAUD Inc., New York, manufacturer of a new perfume, Liliaselle, starts on WJZ New York April 22, 4-4:30 p.m. EWT, with a 26-week musical series to be heard transcribed a week later over five other Blue-ABC stations. WENR KGO KECA KJR KEX. Agency is Dorland International, Pettingell & Fenton, New York.

Stations Plan for Hearings

(Continued from page 15)

mission engineering executives and industry engineers. Additions to the committees since the memberships were published in the March 26 BROADCASTING follow:

COMMITTEE 1, Determination of What Constitutes a Satisfactory Signal —Frank Marx, American Broadcasting Co.

COMMITTEE 2, Determination of What Constitutes Objectionable Interference—Frank Marx, American Broadcasting Co.; W. S. Duttera, NBC; John V. L. Hogan, WQXR-WQXQ, representing independent stations.

COMMITTEE 3, Determination of Distances to Which and Areas Over Which Various Signal Strengths are Delivered—Benjamin Adler, American Broadcasting Co.; John V. L. Hogan for independents.

COMMITTEE 4, Postcard or Similar Surveys—Paul F. Peter, NAB, withdrew; new members: Edward F. Evans, American Broadcasting Co.; Hugh Feltis, Broadcast Measurement Bureau; Grant Wrathall, independent stations; C. Maurice Wieting, National Council of Farmer Cooperatives.

Evidence to be presented will cover the purported necessity for power in excess of 50 kw to adequately solve the problem of full coverage. Opposing the higher-power proponents will be the group which advocates breaking down completely of clear channels to permit more stations, thus giving better coverage.

Added to filing listed in the April 2 BROADCASTING are the following, together with names of witnesses and issues to be covered, where given:

CLEAR CHANNEL Broadcasting Service—KFI Los Angeles, WFAA Dallas, WSM Nashville, WHAS Louisville, WHAM Rochester, N. Y.; WJR Detroit, WOAI San Antonio, WBAP Fort Worth, WCAU Philadelphia, WWL New Orleans, WHO Des Moines, WSB Atlanta, WGN Chicago, WLW Cincinnati, WLS Chicago, KDKA Pittsburgh.

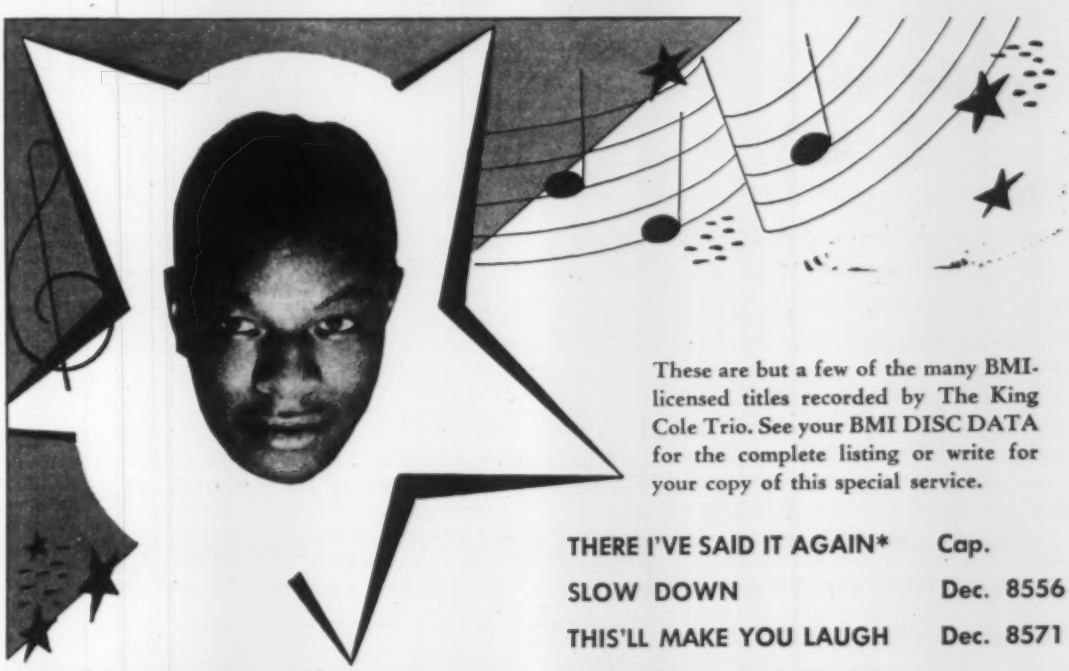
REGIONAL BROADCASTERS COMMITTEE—Dr. Greenleaf Whittier Pickard and Paul F. Godley retained by Committee to present technical testimony; tentative arrangements made with Manfred K. Toeppen, former FCC assistant chief engineer, now consulting engineer in New York, to submit statistical data and exhibits. Other witnesses undetermined, pending findings of special engineering committees.

AMERICAN BROADCASTING Co.—Mark Woods, president, on economic aspects of operation under and comments upon present allocation of radio facilities; presentation of overall proposals other than engineering; Keith Kiggins, vice-president in charge of stations department, on present distribution of radio facilities other than from the engineering aspect; Hubbell Robinson, vice-president in charge of programs, on program service; Dr. Frank G. Kear and Frank Marx on engineering aspects of present allocations of radio facilities and presentation of engineering proposals; Edward F. Evans, research manager, to offer supporting statistical and economic data.

CBS—Joseph H. Ream, vice-president; William B. Lodge, director of general engineering.

NBC—Witnesses undetermined, pending outcome of findings by special engineering committees.

YANKEE NETWORK—George C. Davis and I. Robinson on extent to which New England residents must rely on secondary service for broadcast reception; possibility of increased AM primary service in New England; effect of future development of FM and television upon availability or radio service



KING COLE

The debonair and multi-talented leader of the famous King Cole Trio is about as well known as the nursery rhyme character. With Oscar Moore on the guitar, and Bass Fiddler Johnny Miller now in the spot formerly held by Wesley Prince (who's in the Army), the Trio is winning plaudits everywhere.

These are but a few of the many BMI-licensed titles recorded by The King Cole Trio. See your BMI DISC DATA for the complete listing or write for your copy of this special service.

THERE I'VE SAID IT AGAIN*	Cap.
SLOW DOWN	Dec. 8556
THIS'LL MAKE YOU LAUGH	Dec. 8571
STOP! THE RED LIGHT'S ON / I LIKE TO RIFF	Dec. 8592
ALL FOR YOU	EX. 8114, Cap. 139
I REALIZE NOW	Cap. 169
F.S.T. / My Lips Remember	Pr. 100

* Soon to be released.

BMI

NEW YORK CHICAGO HOLLYWOOD

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

to underserved areas in New England; secondary service coverage of regional networks of meeting needs of rural and suburban listeners of New England for improved standard broadcast service. John Shepherd 3d and Linus Travers on program service of Yankee particularly suited to needs of New England rural and suburban listeners; program preferences of rural and suburban residents of New England.

WEW St. Louis—Frank H. McIntosh.

WSGN Birmingham—Everett L. Dillard; plans to introduce evidence to show that breakdown of clear channels will provide more primary service.

KFAR Fairbanks, Alaska—August G. Hiebert, chief engineer; plans to testify on need for permanent clear channel assignment for Alaska.

KELO Sioux Falls, S. D.—Witness undetermined.

KSL Salt Lake City (supplemental filing)—Ivor Sharp, general manager, on "Station Policies"; Ralph Hardy, program director, on "Programs"; Paul F. Dixon on "Economics"; C. Richard Evans, chief engineer, and E. T. Pack on "Engineering".

WCAE Pittsburgh—Witness undetermined; plans to offer testimony revealing difficulty of affording, under present allocation, adequate service in areas adjacent to Pittsburgh.

WHEB Portsmouth, N. H.—Bert Georges, general manager; plans to testify that present allocation of frequencies denies night service to heavily populated southeastern New Hampshire, a section "which now receives no nighttime service".

NEW YORK State Farm Bureau Federation and New York State Conference Board of Farm Organizations—E. S. Foster, general secretary; plans to testify on what farmers want in line of radio service.

KYA San Francisco—Witness undetermined.

WNYC New York—Morris S. Novik, director of communications, New York, and station manager; John D. J. Moore, counsel; plan to testify on (a) nature of program service rendered by WNYC; (2) necessity for program service rendered by WNYC.

WHO Des Moines—Paul A. Loyet; plans testimony on minimum and maximum power, extent to which there is overlapping of clear channel service, duplication of program service and general technical matters pertinent to clear channel operation.

CONTACT! Unexpected kiss accompanies presentation of unexpected Easter flowers to Kay Runnals of WBZ Boston by Maj. Gen. Sherman Miles, Commanding Officer, First Service Command, on behalf of Miss Runnals' boy-friend, Cpl. Ben Mitchell, now with Army paratroop engineers in Germany who wrote the Boston U. S. O. for the bouquet. The general made the delivery; the kiss was his own idea.

NATIONAL COUNCIL of Farmer Cooperatives—John H. Davis, executive secretary; plans to testify on program service suitable to rural listeners.

WSOC Charlotte, N. C.—Witness undetermined; plans evidence tending to show that under present allocation, service to Charlotte vicinity is difficult.

WTBO Cumberland, Md.—Witness undetermined; plans to testify as to difficulty of affording service to Cumberland area under present allocation.

KING-TRENDLE Broadcasting Co. (WXYZ Detroit; WOOD Grand Rapids)—Witness undetermined; plans to present evidence tending to show difficulty, under present allocation, of affording service to Michigan.

WTCN Minneapolis-St. Paul—Witness undetermined; plans testimony on difficulty of serving Minnesota and Wisconsin under present allocation.

WBIG Greensboro, N. C.—Witness undetermined; will testify on difficulty of serving Greensboro and vicinity under present allocation.

WOAI San Antonio—Hugh Halff, general manager, and Ellis Chaney on general and program policies and commercial practices of WOAI; history of station's operation; A. D. Ring on engineering questions; Charles Jeffers on technical operation of WOAI and technical questions.

WLW Cincinnati (supplemental filing)—James D. Shouse, vice-president in charge of broadcasting, The Crosley Corp., on general and program policies and history of station operation; Robert E. Dunville, vice-president and WLW general manager, on commercial and program practices; Richard F. Meade on economic results of WLW operation with power in excess of 50 kw and economic factors involved in such operation; R. J. Rockwell, chief engineer; G. F. Leydorf and A. D. Ring on engineering and technical phases.

KFVD Los Angeles—J. Frank Burke, principal owner, on economic effects of clear channel rule and present policy on station KFVD and the public interest factor involved from the Pacific Coast viewpoint; an engineer, yet unnamed, on engineering aspects of Pacific Coast standard broadcasting on clear channels in which the dominant station is located in the East.

JOHN D. KEATING, Portland, Ore. (one of group contemplating filing for 50 kw, fulltime station in Portland on clear channel now used on East Coast on 1-A basis) will testify on economic and other factors involved in establishment of a 50-kw station in community such as Portland; engineer, yet unnamed, to testify concerning use of clear channel so far distant from Portland that a more efficient use of the channel can be made by allocating it for use on the West Coast.

KTBS Shreveport—John C. McCormack, managing partner, on economic competitive and other factors involved in establishment of a station in Shreveport with 5 kw power or more; A. Earl Cullum Jr. on engineering and service areas (KTBS now applicant for 5 kw on 640 kc).

KOL Seattle—Archie G. Taft, principal owner, on economic and related factors in establishment of an additional 50-kw station in community such as Seattle; Russell P. May on engineering and service areas.

LOUIS WASMER, Spokane, Wash. KGA)—on economic and related factors involved in establishment of 50 kw station in community such as Spokane; A. Earl Cullum Jr. on engineering and service areas (Wasmer now applicant for 50 kw fulltime on 880 kc).

KFBC Cheyenne, Wyo.—Grant B. Wrathall to present engineering evidence on amount of primary and secondary service available to listeners of Wyoming area; amount available from affiliates of four major networks; possibility of providing primary AM service in future areas now without such serv-

THE FIRST 25 YEARS WEREN'T SO TOUGH!

They made KQV a tuning-in habit in Pittsburgh. Today, with new management and aggressive staff, KQV's a better buy than ever.

ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

KWJJ 1000 1080 KC
WATTS
FULL TIME STATION
PORTLAND, OREGON
ABC NETWORK
STATION TIME
SPOT ANNOUNCEMENTS
CONTACT
Burn-Smith Company, Incorp.
551 Fifth Avenue
New York 17, N. Y.
307 N. Michigan Ave.
Chicago 1, Illinois
360 Chamber of Commerce Bldg.
Los Angeles 15, California

ice; possibility of providing primary and secondary service to Wyoming; showing as to how clear channels could be assigned for use in U. S. to effect more equitable distribution of radio service; whether service could be provided throughout Wyoming by establishment of FM stations. William C. Grove on results of rural and suburban listener survey; public need for primary and secondary service from station located in State; difficulty encountered in providing programs of statewide interest to listeners of Wyoming due to lack of facilities; feasibility of operation a 50 kw clear channel station in Wyoming from economic standpoint and type of service such a station could render.

KUTA Salt Lake City—Grant R. Wrathall on technical data (similar to that of KFBC except as it applies to Utah-Idaho-Nevada-western Wyoming and western Montana. Frank C. Carman on results of survey on program needs and desires of rural and suburban listeners of same territory; program service which can be provided in light of commercial support available.

KMBC Kansas City—Undetermined.

KOB Albuquerque, N. M.—T. M. Pepperday, George Johnson and George C. Davis on record of proceedings on two pending applications of KOB; economic history of KOB with 10 kw and 50 kw power as clear channel station; manner in which program service of KOB is particularly suited to needs of rural and suburban listeners of Rocky Mountain States; extent to which program service of KOB involves duplication of service.

WJW Cleveland—George C. Davis on engineering; other witnesses, yet unnamed, will present evidence on international problems connected with present operation of WJW and steps that might be taken by FCC at forthcoming international conferences or in reassignment and relocation of clear channel frequencies that would avoid difficulties that might otherwise arise in future in connection with continued operation of WJW.

KDYL Salt Lake City—Witness undetermined.

WMC Memphis—Witness undetermined.

KOIN Portland, Ore.—Witness undetermined.

WISH Indianapolis—Witness undetermined.

WWL New Orleans—Undetermined.

WLS Chicago—Witness undetermined.

KPMC Bakersfield, Cal.—Witness undetermined.

WPTF Raleigh, N. C.—Witness undetermined.

WEBC Duluth — Witness undetermined.

WCAR Pontiac, Mich.—Witness undetermined.

UNITED BROADCASTING Co. (WHK Cleveland, WHKC Columbus, WHKK Akron)—Witnesses undetermined.

Grim Arranges Series

SPECIAL religious series shortwaved from Vatican City to WHOM New York and transcribed for the other Cowles stations (WOL WCOP WNAX KRNT), is expected to start within the next week, or as soon as Correspondent George Grim, who left for Italy over Easter weekend, can make technical arrangements. Besides the religious programs, Grim will take representative GI's into Vatican City and let them air their own descriptions of it. After several weeks in Italy, Grim will broadcast from Switzerland and regions of Germany under Allied control, going on from there if possible to Moscow where he was a newspaper correspondent in 1936. His trip will take at least six months.

Sgt. Gene W. Haulotte

SGT. GENE W. HAULOTTE, formerly head of the transcription department of CBS Hollywood, was killed in action over Germany on Jan. 14, according to information received through the German Red Cross. Attached to the Eighth Air Force, he was a turret gunner on a B-17. His parents, Mr. and Mrs. William H. Haulotte, live in Green Bay, Wis.

Maj. William Jonas

PAUL JONAS, MBS assistant director of special features and sports, received word last Wednesday of the death of his son Maj. William Jonas, pilot, in a plane crash in the Pacific area.

4,955,144 spindles spinning VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Craft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

WHIO

10 YEARS SERVING THE DAYTON AREA

IS THE KEY to the PROSPEROUS DAYTON and MIAMI VALLEY Market...an ECONOMICAL, EFFECTIVE Key for You to Use

Complete, Reliable News Coverage: UP, INS, PA

The Best from CBS

More Listeners than any other Local Station

5000 Watts
1290 On the Dial

G. P. Hollingbery Co., Representatives
Harry E. Cummings, Southeastern Representative

WINN

LOUISVILLE

Basic Blue Network

Represented by
PEGGY STONE New York
GEORGE ROESLER Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

San Francisco Radio Coverage To Cost $15,000; Facilities Set

Personnel Expected to Begin Arriving April 15; Stations, Networks Consider Coverage Plans

COST TO RADIO of covering the forthcoming United Nations Security Conference in San Francisco will be approximately $15,000, that amount to be prorated among the networks and independents on the basis of space assigned, it was disclosed last week following a meeting between State Dept. and broadcasting officials in San Francisco.

NBC drew first choice of location as a result of lot drawing among the four major networks in New York. NBC has been assigned space for two studios and a control room near the main entrance of the building housing the conference. Blue-ABC will have similar space adjoining NBC.

Facilities Designated

CBS and Mutual will have facilities adjoining toward the rear of the building. Comparable space has been allotted to the British Broadcasting Corp., the Canadian Broadcasting Corp. and the Australian Broadcasting Corp. For the independent stations 10 smaller rooms have been assigned.

Commentators and newsmen who will cover the conference for radio are expected to begin arriving in San Francisco about April 15, according to officials of the Palace Hotel, in which all news personnel will be housed. The San Francisco Press Club will maintain open house for visiting radio newsmen and the city of San Francisco has set aside appropriations to entertain the broadcasters and press during their stay.

In Toronto on Thursday CBC and the Canadian Assn. of Broadcasters announced their respective staffs assigned to the conference as follows: D. C. McArthur, chief news editor; Neil Morrison, Toronto; Douglas Nixon, Elmore Philpott, Vancouver; Wilson Woodside, Toronto; Rene Garneau, Montreal, for CBC. Dorwin Baird, CJOR Vancouver; John Collingwood Reade, CFRB Toronto; Jim Allard, All Canadian Radio Facilities, Toronto; newscasters for the CAB.

KYA San Francisco, under auspices of the *San Francisco Chronicle*, has begun a series of programs featuring members of the San Francisco Counselor Corps, Tuesday and Thursday nights preliminary to the Conference.

Lee & Losh Named

The State Dept. and City of San Francisco have retained Lee & Losh, a national publicity service, to handle radio and press relations during the Conference. The firm will coordinate hotel accommodations, telephones, wire and other services needed by working news personnel.

Mutual announced last week that Elsa Maxwell, columnist and entertainer, has been added to its staff of commentators and writers assigned to the conference. Among Mutual's staff will be Royal Arch Gunnison, Gabriel Heatter, Fulton Lewis jr., Leo Cherne, Alexander Griffin, Frank Singiser, Upton Close, Tom Slater and others.

World Wide Broadcasting Foundation has prepared a series of scripts under the title *Beyond Victory* to be aired on 95 stations in connection with the Conference.

Seven more stations have been accredited by the State Dept. [BROADCASTING, March 26]. The stations and their representatives follow: KOL Seattle, Jerry Morris, program director; KMPC Los Angeles, Vance Graham; KTHT Houston, Roy Hofheinz; WCAU Philadelphia, Dorothy Lewis; WPRA Mayaguez, Puerto Rico, Andres Camara; WDSU New Orleans, Hilda Phelps or Shirley Kilgore. Further station plans follow:

KSAN San Francisco—Plans direct quarter-hour commentary daily by Lee Giroux, KSAN program director, programs sponsored by Merrill's Drug Centers.

KFRE Fresno, Cal.—Plans incomplete, but hopes to do live broadcasts weekly or twice weekly from the Conference, said Paul R. Bartlett, general manager.

UNIVERSAL BROADCASTING Co. (KSFO San Francisco, KPAS Pasadena) —Plans comprehensive coverage, feeding also to KWID-KWIX, international shortwave stations licensed to Associated Broadcasters Inc., San Francisco, according to Wilt Gunzendorfer, manager. Staff includes Austin Fenger, Mary Waterstreet, Sidney Roger, Stuart R. Ward, Bob Hansen, Wally King. Originations at Opera House, Civic Auditorium and Veterans Building.

KGVO Missoula, Mont.—A. J. Mosby, general manager, plans to overhead interviews and highlights. Original plans to use new GE recorder were abandoned, because of delayed delivery. Station will stress human interest angle, depending on CBS for general coverage.

KIRO Seattle—Plans no special programs, other than general CBS coverage. Paul H. Appleby, general manager, will sit in at Conferences for background.

KQW San Francisco-San Jose—Station will originate CBS Pacific Network programs from Conference, featuring Harry W. Flannery, Chet Huntley and Dr. Wallace Sterling, in addition to CBS commentators from New York and Washington. Covering for KQW and assisting CBS staff will be Grant Holcomb, KQW production chief; Walfred Johnson, Oscar Baan, newsmen.

Club Nominations

A NOMINATING committee of the Radio Executives Club announced at a meeting last Thursday the following slate of officers for the next season: Arthur Hull Hayes, WABC, president; Craig Lawrence, WHOM, vice-president; Claude Barrere, WEAF, treasurer; Helen Wood, secretary. Nominations will be closed after the next meeting, April 19. Meanwhile, additional nominees can be placed on the slate by a petition of seven or more members. The nominating committee consisted of Ralph Weil, WOV, chairman; Beth Black, Joseph Katz Co.; John Hines, WNEW; Pierce Romaines, Paul H. Raymer Co.; Fred Kenkel, C. E. Hooper Inc.

5,200 MINUTES

..... 5 SOLID BROADCAST DAYS

SOUTH BEND Men's Clothing Stores used that much *program* time, PLUS 1,192 spot announcements, on WSBT in 1944. Like department stores,* time purchases by such accounts are exceptionally high—because South Bend KNOWS what Hooper SHOWS: that South Bend's preference for WSBT is overwhelming—among men, women and children!

WSBT
SOUTH BEND

*South Bend Department Stores bought 23,020 minutes (21 solid broadcast days) of program time, PLUS 8,138 spot announcements on WSBT in 1944.

960 KC — 1000 WATTS
COLUMBIA NETWORK

PAUL H. RAYMER COMPANY
National Representatives

RADIO'S LONGEST LIST OF SATISFIED SPONSORS:

Groves	KSL
Hudepohl Beer	WDOD
Cobakco Bread	WAGE
Dude Ranch Syrup	KOMO
Staley Mills	KOAM
Silver Fox Beer	WOAI

(TO BE CONTINUED)

FROM THE HOUSE OF HITS
FREDERIC W.
ZIV
COMPANY
243a READING RD. CINCINNATI, OHIO
NEW YORK HOLLYWOOD

Policy on Renewals Hits WCHS, KFNF

Hidden Interests, Policies On Programs Among Issues

IN LINE with its policy of scrutinizing renewals, the FCC last week designated for hearing two more applications for renewal. These are WCHS Charleston, W. Va., owned principally by Capt. John A. Kennedy, now on active Navy duty, and KFNF Shenandoah, Ia.

In connection with the KFNF license renewal hearing, now designated for May 16, the FCC also set for consolidated hearing application for transfer of control from Henry Field to the Midwest Broadcasting Co.

The WCHS license renewal was to be heard at 10 a.m. April 9 on five issues as follows:

1. To obtain full information as to what interest, direct or indirect, if any, the stockholders, or any of them, of the applicant (Charleston Broadcasting Co.) now have or have held in the Kanawha Valley Broadcasting Co., licensee of WGKV Charleston.
2. To determine whether false and misleading statements have been made to the Commission as to ownership and control of stock with reference to WGKV.
3. To determine what contracts, options or understandings have been entered into by the owner with reference to acquisition, ownership or control of stock in WGKV.
4. To determine whether statements filed with the Commission have fully and accurately reflected the facts.
5. To determine whether, in view of the facts adduced, public interest, convenience and necessity would be served by granting renewal.

During hearings of the House Select Committee to Investigate the FCC, a former secretary of WCHS testified that Capt. Kennedy owned an interest in WGKV.

Issues in the transfer of KFNF are these:

1. To determine the qualifications of the proposed transferee.
2. To obtain full information concerning arrangements, contracts and understandings under which transferee company proposes to acquire the station and finance the proposed transfer and continued operation of the station if the application is granted, including the issuance of further stock of licensee to transferee and/or Iowa Broadcasting Co. and the issuance of further stock of transferee to Henry Field and the effect thereof.
3. Because of the pendency of application for the renewal of license and the issues raised thereby.

Issues in the license renewal hearing include:

1. To determine the program service and method of operation of KFNF, particularly since 1942.
2. To determine the parties in control of KFNF and whether any rights or interests therein have been transferred, directly or indirectly, to or exercised by any other party, particularly since March 1942.
3. To determine whether applicant has made full disclosure to the Commission with respect to understandings, contracts and/or other arrangements concerning rights or interests in or control over the station.

BLUE-ABC PRESS IS REORGANIZED

A REORGANIZATION of the Blue-ABC press department to conform to the present promotional setup of the network has been charted by Fred Smith, vice-president in charge of advertising, promotion, publicity and public relations, and will be put into full effect when the department moves to its new offices on the second floor of the RCA Bldg., one flight down from its present quarters.

Stan Warren has been assigned to news, Bert Schwartz to programs, Don Rich to WJZ and George Schrier to co-op programs —to concentrate on the publicizing of those departments. Other members of the publicity department will be organized into a task force to work on special publicity drives.

Earl Mullin, manager of the publicity department, will act as coordinator for the activities of the individual members of his staff, and as liaison between them and Mr. Smith. Ralph Gleason, trade news editor, will continue to cover all network activities for the trade press. The new setup will be a publicity organization functioning more like the staff of a newspaper, with reporters assigned to regular beats but with stories clearing through the news desk.

J. H. Louchheim, Early CBS Stockholder, Dead

JEROME H. LOUCHHEIM, 71, Philadelphia contractor and horse breeder, a pioneer in radio through substantial stock ownership in CBS during its earliest days, died in Philadelphia April 4 of a heart ailment.

Mr. Louchheim was part owner of CBS prior to 1927, when it was known as the Columbia Phonograph Broadcasting System. He sold his interests to William S. Paley who, through acquisition of other interests, became principal owner and president. Mr. Louchheim, however, continued as a director and for years afterward served as a member of the board.

M. M. COLE, Chicago music publisher, has entered the transcription field, according to Broadcast Music Inc., which reported the Cole transcription library contains more than 200 titles of American folk tunes, novelty songs and hillbilly numbers.

Meet WHB's Lindsey Riddle—

Our Studio Supervisor .... FM, Facsimile, Tele Enthusiast!

When we need an alert engineer to do a job that hasn't been done yet —and, especially, those jobs that apparently *can't* be done! — Riddle's our man! At 35, he's old enough to be a seasoned operator—yet young enough to tackle enthusiastically problems requiring vision and imagination.

Riddle designed and constructed WHB's high frequency transmitters; and his (and our) special pet is the "WHB Magic Carpet" — our shortwave truck for remote pick-ups beyond telephone lines. To inaugurate the last War Loan in Kansas City, Riddle and WHB's Dick Smith lashed the "Magic Carpet" to a landing barge about to be launched at the Darby shipyards — and rode down the ways into the Missouri River with it, while Dick Smith gave a "wave-by-wave" description. That's typical of WHB's ingenious "special events" broadcasts.

Riddle's hobby is to ride railroad engines. He's a "swing band" fan ... a record collector ... and cuts very fine E.T.s from the Mutual Network line, for "playback" broadcasts on WHB. He's enthusiastic about three great new shows on WHB, too:

"SONG and DANCE PARADE"—with RUSH HUGHES. A full hour of popular recordings, broadcast Mondays through Saturdays at 2 p.m.—with popular Rush Hughes of KWK as Master of Ceremonies. This program took KWK from a 1.5 to a 4.9 Hooperating mornings in St. Louis—and it has already won a 4.2 in Kansas City! Quarter-hour participation sponsorships available, 3 to 6 days weekly.

"THE FIRST FIVE"—with RUSH HUGHES. Kansas City's "best seller" records, as reported daily by leading retailers—together with their "platter mates", some fascinating and rhythmic "extras"... and the voice of Rush Hughes! Forty-five minutes nightly, Mondays through Saturdays, at 6.15 p.m. Ask Don Davis for participation availabilities.

"KANSAS CITY HOT CLUB"—with JAMES GANTT. Nightly quarter-hour of rare "hot jazz" recordings, featuring the all-time great names in jazz music ... with intelligent and interesting commentary by James Gantt. A sure-fire 7 p.m. feature available for sponsorship *now*.

If you want to sell the Kansas City market, WHB is your *happy* medium!

For WHB Availabilities, 'Phone DON DAVIS
at any of these "SPOT SALES" offices:

KANSAS CITY ..... Scarritt Building ..... HArrison 1161
NEW YORK CITY ... 400 Madison Avenue ... ELdorado 5-5040
CHICAGO ..... 360 North Michigan ..... FRAnklin 8520
HOLLYWOOD .. Hollywood Blvd. at Cosmo .. HOllywood 8318
SAN FRANCISCO ..... 5 Third Street ..... EXbrook 3558

WHB — KANSAS CITY — This is Mutual — 1000 WATTS-BASIC

KEY STATION for the KANSAS STATE NETWORK
Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

Hon. Frank Haaz
Erwin Wasey & Co.
New York City, N. Y.

Dear Frank:

How'd you feel if someone walked up to you and said, "Say, you've been haunting me"? Well, that's what happened to one of our fellows the other day . . . Uncle Si, it was, and here's what happened . . . An engineer who used to work here at WCHS and is now attached to the Navy came back to visit the folks at the station and that's just the way he greeted Uncle Si, then he explained that he'd been fooling around listening to the radio in a sub a couple of days out at sea and picked up WCHS. Heard Si's program and a couple of others later in the day. Well, we don't claim to cover the Atlantic with our 5000 watts on 580, but we sure do claim a million West Virginians. Ask a Branham man about that.

Yrs,
Algy

WCHS
Charleston, W. Va.

GATEWAY TO THE RICH TENNESSEE VALLEY

CBS AFFILIATE

PAUL H. RAYMER CO.
National Representative

WLAC
50,000 WATTS
NASHVILLE

for SMN*
it's WHN
DIAL—1050
50,000 WATTS
• SPORTS • MUSIC • NEWS

Tuesday 9-9:30 p.m Heads Hooper Poll

Hope and Fibber Are Leaders In Oct.-Feb. Figures

TUESDAY 9-9:30 p.m. with a Hooperating of 83 has the highest available combined audience for all geographical areas, according to the fall-winter "sectional" Hooperatings released to subscribers by C. E. Hooper Inc., New York Report covers the period from October 1944 to February 1945.

Bob Hope has the highest Hooperating in any section—36 rating in the Mountain area—with Fibber McGee and Molly second—34.5 for the same section. Hope was consistently first and Fibber second in each of the five major areas.

Highest available evening audience for any geographic area is 86.2 in the North Central section for Tuesday 7-7:30 p.m. (CWT). Same area also achieved the highest daytime available audience for any section, with 81.2 reported for Monday through Friday 8-8:15 a.m. (CWT). Highest daytime available audience for all sections was 74.4 during the 5:45-6 p.m. (EWT) period.

Monday 9-9:30 p.m. (EWT) shows the highest sets-in-use figures for all combined sections with 44.6 and also for any single geographic area, with 49.2% reported listening in the North Central section. Ed Wynn was heard on Blue-ABC at this time, *Radio Theatre* on CBS, Gabriel Heatter on MBS and the *Telephone Hour* on NBC.

The 12-12:15 p.m. period (EWT) achieved the highest percentage of daytime sets-in-use for all combined sections, with 18.9. Highest daytime sets-in-use figure for any single area occurred in the Mountain area, where 9:15-9:30 a.m. (MWT) period attained 22.6.

The same section achieved the top daytime Hooperating for any geographic area during the 9:15-9:30 a.m. period, with a rating of 15 for *Breakfast in Hollywood*, Blue-ABC. Highest all-section daytime Hooperating (18.8) went to *When a Girl Marries*, 5-5:15 p.m. (EWT) on NBC.

FCC Given Application For Transfer of WQAM

APPLICATION for sale of WQAM Miami to John S. Knight, owner of the *Miami Herald* and other newspapers in the Knight chain, was filed last Tuesday with the FCC. Price of $500,000 [BROADCASTING, Feb. 12] is to be paid to sellers Fred W. Borton and W. W. Luce in different manners; the former receiving payment on or before five years on demand, and the latter being paid on sale.

Mr. Borton, president and manager of the station, would retain voting power on his outstanding stock and would remain for five years to manage and direct operations at a salary of $20,000 a year. Also at his option, payments could be made in installments over a period of ten years.

IT'S NOW WGBS

Initials of Fort Industry's President Perpetuated

INITIALS of Comdr. George B. Storer, president of the Fort Industry Co., owner of WFTL Miami, will be perpetuated in call letters because of cooperation of a former Coast Guardsman. For months Fort Industry sought new call letters. Then it was learned the yacht *Marbob*, owned by Capt. J. Fred Carpenter, to which the call letters WGBS were assigned, had been decommissioned and returned to Capt. Carpenter after service in the Atlantic patrol with the Coast Guard.

Capt. Carpenter relinquished the call letters to Fort Industry officials who last week apprised their president, now on active Navy duty in Washington. The FCC on Tuesday approved a request to change WFTL to WGBS. At the same time the U. of Minnesota was granted call letters KUOM in place of WLB. The call letters WGBS first were assigned to Gimbel Bros., New York, the station later being sold to General Broadcasting System. In 1932 it was sold to Hearst and call letters changed to WINS.

PROPRIETARY COPY BOARD SUGGESTED

A PROPOSAL that a committee be formed to discuss "problems of mutual interest to members of the Advertising Acceptance Departments of the various types of media and the Advisory Committee on Advertising of the Proprietary Assn. of America" for the guidance of advertising agencies in the preparation of copy for medical products was advanced Thursday by Dr. Frederick J. Cullen, PAA executive vice-president and medical director, in an address before the Radio Executives Club of New York.

Admitting that some proprietary manufacturers, advertising does not meet Proprietary Assn. standards but keeps just inside the requirements of the law, Dr. Cullen cautioned his audience "that this group represents the minority, but their advertising is as a rule quite conspicuous." He asked whether certain broadcasters and publishers "who have indicated that it is not their desire to accept proprietary medicine copy" are justified in that position, and indicated that all should not suffer for the transgressions of a few.

INGENIOUS USE of this heart-of-city bulletin board is made by WSFA Montgomery, Ala., to give latest news bulletins and feature important projects. Situated on top of the bus stop on Court Square the news bulletins are changed three times daily.

Lt. Joseph C. Doherty

LT. JOSEPH C. DOHERTY, 25, son of Frank P. Doherty, attorney, civic leader and owner of KRKD Los Angeles, was killed in action during the current Allied smash into Germany, according to notification from the War Department. He was attached to the Third Infantry Division of the American Seventh Army. A younger son, Capt. John Doherty, 24, was killed in the Italian campaign late in 1943. Lt. Joseph Doherty at the time asked to be transferred to his late brother's battalion. Upon transfer he fought through the Italian drive, landed with invasion forces in Southern France and battled on up into Germany. Two more of Frank Doherty's boys are in the armed forces, one now serving overseas and the other at West Point Military Academy.

Hunt Club Video

MARTIME MILLING Co., Buffalo, will sponsor a quarter-hour test television program on DuMont-WABD New York April 17 for Hunt Club dog feed. Program will take form of a mother goose fantasy. WABD has aired two previous dog food shows. Agency is Baldwin & Strachan, Buffalo.

Shake hands with **WFPG**
ATLANTIC CITY, N. J.

EDDIE KOHN, genial manager of WFPG, New Jersey's ONLY Blue Network Outlet will be glad to give you a friendly tip on the voluminous amount of ALL YEAR AROUND business to be obtained from the Seaboard Area.

For further details on WFPG---write EDDIE KOHN, ATLANTIC CITY, N. J.

For further details on other Friendly Group Stations, write
JOHN LAUX, Managing Director
"THE FRIENDLY GROUP", STEUBENVILLE, OHIO

THE FRIENDLY GROUP

WSTV WFPG WJPA WKNY

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

Fund for BMB

(Continued from page 20)

Thursday for New York to view prospective offices.

J. Harold Ryan, NAB president, expressed gratification at the "splendid response" accorded the BMB at the district meetings.

"I am gratified at the keen interest displayed in a standard method of measuring audiences," he said. "The fact that 56% of our potential membership already has signed up indicates that BMB is just what the doctor ordered for a standard broadcasting measurement service."

Detroit Presentation

Scores of stations have telegraphed their subscriptions to the BMB. Others have subscribed by mail. Nearly 64% of the NAB member-stations in the 17 districts have subscribed to the BMB, while more than 36% of the non-member outlets in the same districts have become members.

At the Detroit Book-Cadillac hotel last week, Mr. Feltis was assisted in his presentation by Otto Stadelman, media director, Needham, Louis & Brorby, Chicago; Joe Neebe, vice-president, Campbell-Ewald Co., Detroit; M. A. Hillinshead, radio director, Campbell-Ewald; Robert Mason, WMRN, Marion, O., chairman of the NAB Small Market Stations Committee and member of the BMB board.

Guests were Horace Stovin, Toronto, and Walter Elliott, director of the Bureau of Broadcast Measurement, Canada. The following District 8 stations signed BMB contracts prior to the Detroit meeting: Indiana—WGBF Evansville; WFBM WIBC Indianapolis; WLBC Muncie; WSBT South Bend; Michigan—WKZO Kalamazoo.

Signing during the meeting were: Indiana—WHBU Anderson; WGL WOWO Fort Wayne; WJOB Hammond; WISH Indianapolis; WKMO Kokomo; WASK Lafayette; WHOT South Bend; WBOW Terre Haute. Michigan—WPAG Ann Arbor; WELL Battle Creek; WDBC Escanaba; WFDF Flint; WJEF WLAV Grand Rapids; WKLA Ludington; WDMJ Marquette; WKBZ Muskegon; WHLS Port Huron; WSAM Saginaw; WSOO Sault Ste. Marie; WTCM Travers City.

J. E. Campeau, general manager of CKLW Windsor-Detroit, director of Mutual and a member of the Canadian BBM, signed a contract subject to acceptance by the BMB board, thus becoming the first major station in the Detroit area to subscribe, according to Mr. Feltis.

Frank Webb, general manager of WGL Fort Wayne and member of the NAB sales managers executive committee, arose to speak in behalf of the BMB at the Detroit meeting and at the conclusion of his remarks he handed a check for one year's subscription to President Feltis.

The four FM stations now members of BMB are WMFM Milwaukee, WTIC-FM Hartford, Conn., WGTR WMTW Boston. Although the BMB has not made any effort to enlist the memberships of FM and noncommercial educational stations, it is understood the board plans to discuss those phases at a meeting in the near future.

While 18 district meetings have been held this year and the bulk of memberships obtained through those sessions, District 12, Kansas and Oklahoma, held no meeting. Of the 27 NAB member stations in District 12, 11 have subscribed to BMB and one of the four non-member outlets has taken membership. Districts 4 and 5 were split into two sessions each, making a total of 18 meetings.

As soon as Mr. Feltis lines up his office staff in New York, he plans a concerted nationwide campaign to interest stations not yet subscribers.

STATUS OF BMB PLAN

TABLE compiled by the NAB Research Dept. and showing status of the Broadcast Measurement Bureau as of April 5, following a series of NAB district meetings, which concluded last Tuesday in Detroit, follows:

NAB Districts	NAB Member Stations			NON—NAB Stations Signed BMB	Commercial Stations*			Annual Subscription Stations Signed
	Total	Signed BMB	%		Total	Signed BMB	%	
1	38	33	87	10	55	43	78	$37,140
2	40	13	33	4	64	17	28	25,320
3	40	27	67	4	54	31	57	33,615
4	61	43	71	8	79	51	65	30,900
5	54	35	65	8	73	43	59	22,800
6	48	33	69	2	59	35	59	21,255
7	39	18	46	5	45	23	51	16,035
8	21	17	81	11	44	28	64	14,250
9	33	18	55	3	49	21	43	16,350
10	41	27	66	3	54	30	56	34,200
11	26	19	73	6	41	25	61	13,845
12†	27	11	41	1	31	12	39	8,490
13	45	40	89	5	60	45	75	30,030
14	30	19	63	5	43	24	56	11,685
15	27	9	33	1	31	10	32	7,335
16	27	13	48	3	47	16	34	19,410
17	36	28	78	8	45	36	80	17,325
TOTALS	633	403	64	87	874	490	56*	359,985
ONE CANADIAN AND 4 FM STATIONS						5		300
TOTAL SUBSCRIBERS						495		$360,285

*Total Stations 945: less 22 CP stations not yet licensed; less 35 noncommercial stations; less 14 territorial stations—leaves 874 stations as immediate BMB prospects.
†District which has not held a meeting.

NATIONAL CONCERT & Artists Corp. filed suit in Chicago circuit court last week against Alex Dreier, NBC commentator sponsored by Skelly Oil Co., to recover commissions allegedly due on his $845-weekly salary from Dec. 11, 1944, when NCAC took over his contract from NBC, to March 17, 1945, and to determine whether he owes 10% commissions from March 17-Dec. 8, 1945.

AMERICAN BROADCASTING Co. has appointed BBDO Los Angeles to handle advertising for Blue western division, Hollywood. Henry M. (Hank) Allen is account executive.

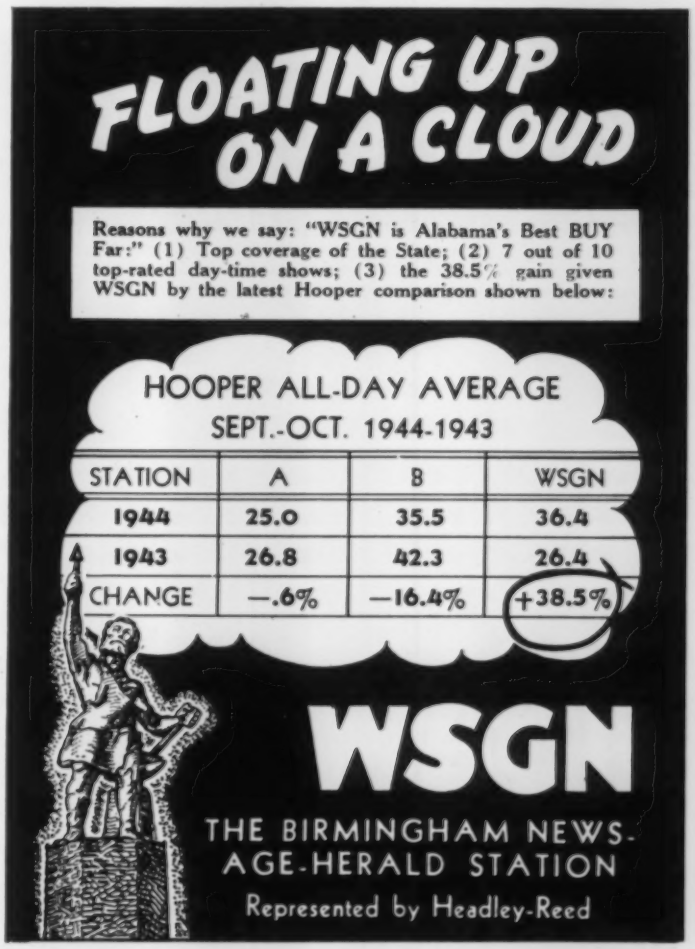
U. S. Rubber Renews

U. S. RUBBER Co., New York, has renewed its sponsorship of the New York Philharmonic Symphony Sunday afternoon broadcasts on CBS for another year, effective May 13. With the season for the concerts at Carnegie Hall concluding April 15, disposal of 2,740 admission tickets weekly reverts for the spring and summer to the sponsor and CBS. Negotiations are in process for conductors. Bruno Walter, George Szell and Igor Stravinsky have been engaged as guest conductors for the 1945-46 subscription season opening in October, with Mr. Rodzinsky set to return for his third season as musical director. Agency is Campbell-Ewald, New York.

WGBF Hearing

WHETHER TWO stations in the same community under same ownership violate the Commission's duopoly regulation (Sec. 3.35) will be determined when WGBF Evansville, Ind., licensed to Evansville on the Air Inc., is given a hearing at 10 a.m. April 10. Evansville on the Air, also licensee of WEOA, contended that the duopoly rule was not applicable in view of the public service rendered by both stations and because of the diversified ownership. The licensee submitted scores of affidavits from civic, business, church and educational leaders and organizations of Evansville asking the Commission to permit the continued operation of the two stations under present ownership status.

DAILY PROGRAMS IN
Italian
Polish
English
Jewish
German
1000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station


FLOATING UP ON A CLOUD
Reasons why we say: "WSGN is Alabama's Best BUY Far:" (1) Top coverage of the State; (2) 7 out of 10 top-rated day-time shows; (3) the 38.5% gain given WSGN by the latest Hooper comparison shown below:
HOOPER ALL-DAY AVERAGE
SEPT.-OCT. 1944-1943
STATION | A | B | WSGN
1944 | 25.0 | 35.5 | 36.4
1943 | 26.8 | 42.3 | 26.4
CHANGE | —.6% | —16.4% | +38.5%
WSGN
THE BIRMINGHAM NEWS-AGE-HERALD STATION
Represented by Headley-Reed

Yes—most people do listen to WGAC most of the time! Hooper's latest report shows that WGAC has 81% more listeners in the morning and 41% more listeners in the afternoon than all other stations combined — and our night audience is phenomenal.

The smartest buyers of all buy this call.

BLUE NET
WGAC
AUGUSTA•GEORGIA
HEADLEY-REED CO. National Representatives

FCC Action Held Unlikely on WPEN

Interference on Church Issue Banned by Radio Law

FCC ACTION on a complaint of a Fundamentalist Church group in Philadelphia against cancellation of considerable religious commercial time by WPEN appeared unlikely last week in view of the Communications Act which precludes the Commission from exercising any jurisdiction over programs or business practices.

On March 26 the churches, which had purchased time on WPEN before the station was bought by the *Philadelphia Bulletin*, filed protest with the FCC, asking the Commission to set aside its action transferring control from Arde Bulova to the *Bulletin*. WPEN, under new management, notified all church groups that religious commercial programs would be cancelled as of April 2.

Time Survey

In answer to the complaint, Pierson & Ball, Washington counsel for WPEN, pointed out that a survey disclosed the station had devoted 21.1% of its time to religious broadcasting and most of that time was commercial. The entire Sunday period between 7:30 a.m. and 11:00 p.m. was devoted to religious programs, most of which were sold to the Fundamentalist group, precluding other "Protestant, Catholic or Jewish denominations" from buying time.

WPEN proposes to sell three hours on Sunday and a quarter and half-hour Monday through Saturday for religious programs. In addition the station is giving three hours without charge to all denominations on Sunday evening and a quarter-hour daily for religious broadcasts.

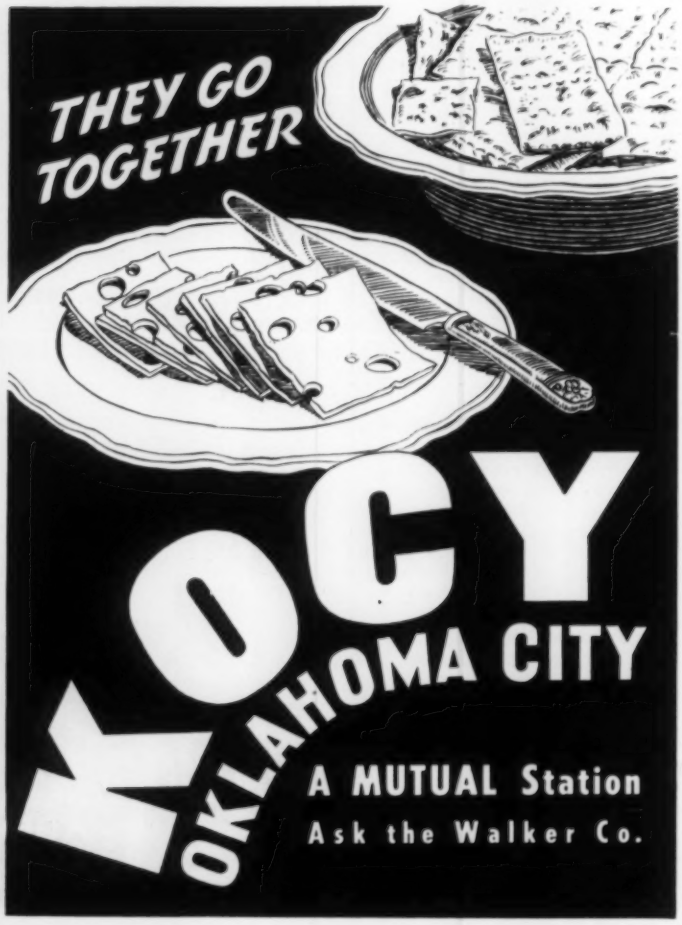
Disclosure by the Commission last week of the complaint and answer led to the revelation that the Philadelphia Gospel Broadcasters, an organization of Fundamentalist churches, used the chain letter method to bring pressure on WPEN. A poscard was sent to all members with the admonition to write letter of protest to WPEN and send copies to the FCC, the protests to be "similar but not exactly like" a suggestion set forth. Each recipient was advised to "get at least 10 of your friends to do likewise."

Although there was no formal commitment from the Commission, it was understood no action would be taken inasmuch as the complaint involves programming and business practices. The Philadelphia Federation of Churches, representing 26 denominations, on March 6 went on record supporting the new policy of WPEN.

IMPROVED SERVICE for the James M. Cox stations, WSB Atlanta, WHIO Dayton and WIOD Miami was the subject under discussion at a Miami meeting of general managers and chief engineers. Here Robert L. Fidlar, standing, WIOD program director and chairman Program Managers Committee, 5th District NAB, is explaining public service structure of station programming to (l to r) John Outler, general manager WSB; James M. LeGate, general manager WIOD; J. Leonard Reinsh, managing director of Cox stations; Robert Moody, general manager WHIO; Harry Cummings, southeastern station representative, and Tom McCullough, who is commercial manager of the Miami outlet.

NYU Radio Course

SUMMER Radio Workshop of New York U. opens July 2 and will run through Aug. 9, under the direction of Robert J. Landry, CBS director of program writing. In addition to six regular radio courses, there will be a series of weekly lectures by guest speakers, and a 4½-hour studio production session every afternoon to give students practical experience, all conducted mainly by radio people.



KOIN
Originality!
THE KOIN MILLION DOLLAR CLUB
—pledged to Victory!
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

Network Accounts

All time Eastern Wartime unless indicated

New Business

UNITED DRUG Inc., Boston (Rexall stores, Puretest aspirin), on April 6 for 52 weeks started Rexall Radio Show With Jimmy Durante and Gary Moore on 141 CBS stations Fri. 10-10:30 p.m. Agency: N. W. Ayer & Son, N. Y.

BEST FOODS Inc., N. Y., (Nucoa margarine and Shinola shoe polish), on April 21 starts John W. Vandercook Sat. 5:30-5:45 p.m. on 144 NBC stations. Agency: Benton & Bowles, N. Y.

SAFEWAY STORES Inc., Oakland, Cal. (Dwight Edwards coffee), on April 14 starts Night Editor on 10 NBC Mountain stations Wed. 6:45-7 p.m. (MWT) with west coast repeat starting April 7 on 2 NBC Pacific stations Sat. 9-9:15 p.m. (PWT). Twelve Pacific stations will be added with time clearance. Agency: Ruthrauff & Ryan, San Francisco.

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), on May 12 starts Graeme Fletcher—News on 7 NBC Pacific stations Sat. 7-7:15 a.m. (PWT). Agency: Raymond R. Morgan Co., Holiywood.

LAMBERT PHARMACAL Co., St. Louis (Listerine toothpaste), on March 31 started The Billie Burke Show on 146 CBS stations Sat. 11:30-12 noon. Agency: Lambert & Feasley, N. Y.

GENERAL PETROLEUM Corp., Los Angeles, on May 1 starts for 52 weeks undisclosed type of program on 13 CBS Pacific and Arizona stations Tues. 7:30-8 p.m. (PWT). Agency: Smith & Drum, Los Angeles.

Renewal Accounts

MILES Labs Inc., Elkhart, Ind. (Alka-Seltzer, One-A-Day Vitamins), on March 26 renewed for 52 weeks News of the World with Robert St. John on 40 NBC stations Mon. thru Fri. 10-10-15 a.m., and News of the World with John Vandercook on 31 NBC stations Tues. & Thurs. and on 136 stations Mon.-Wed.-Fri. 7:15-7:30 p.m. Agency is Wade Adv., Chicago.

U. S. RUBBER Co., New York (institutional), on May 12 for 52 weeks renews The New York Philharmonic Symphony on 121 CBS stations Sun. 3-4:30 p.m. Agency: Campbell-Ewald Co., N. Y.

PURE OIL Co., Chicago, May 7 renews Kaltenborn Edits the News Mon. thru Fri. 7:45-8 p.m. on approximately 35 NBC stations. Agency: Leo Burnett Co., Chicago.

BELL Telephone Co., New York, on April 23 for 52 weeks renews Telephone Hour on 135 NBC stations Mon. 9-9:30 p.m. Agency: N. W. Ayer & Son, N. Y.

PHARMACO Inc., Newark (Chooz), on March 18 renewed for 26 weeks transcribed repeat of Hookey Hall on 28 Don Lee Pacific stations Sun. 12:30-1 p.m. (PWT). Agency: Ruthrauff & Ryan, N. Y.

BEKINS VAN & STORAGE Co., Los Angeles, on April 15 renews for 52 weeks Remember Hour on 8 Blue California stations Sun. 11:30-12 noon (PWT). Agency: Brook Adv., Los Angeles.

PROCTER & GAMBLE Co., Cincinnati (Ivory, Oxydol), on April 2 renewed for 52 weeks Jack Kirkwood Show on 74 CBS stations Mon. thru Fri. 7-7:15 p.m. Agency: Compton Adv., N. Y.

PABST SALES Co., Chicago (Blue Ribbon beer), has renewed for 52 weeks Sat. 8-8:30 p.m. on over 141 CBS stations, with Danny Kaye Show to be replaced for 17 weeks beginning June 9 by Harry James orchestra. Agency: Warwick & Legler, N. Y.

GENERAL FOODS Corp., New York (Postum, La France and Satine), on March 26 renewed for 52 weeks Two on a Clue, having shifted from 123 CBS stations Mon. thru Fri., 2:15-2:30 p.m. to 76 CBS stations Mon. thru Fri., 2-2:15 p.m. Agency: Young & Rubicam, N. Y.

INTERNATIONAL SILVER Co. of Canada, Hamilton (silverware), on April 1 renewed to May 27 Ozzie and Harriet on 22 CBC Trans-Canada network stations Sun. 6-6:30 p.m. Agency: Young & Rubicam, Toronto.

IMPERIAL TOBACCO Ltd., Montreal (Sweet Caporal cigarettes), on April 5 renewed to May 31 Light Up and Listen on 26 CBC Dominion network stations Thurs. 10-10:30 p.m. Agency: Whitehall Broadcasting, Montreal.

Net Changes

COCA-COLA Co., Atlanta, has added 9 MBS stations to Songs From Morton Downey, making a total of 190 MBS stations Mon. thru Fri., 12:15-12:30 p.m. Agency: D'Arcy Adv., N. Y.

CONTI PRODUCTS Corp., New York (soap, shampoo), on April 5 added 81 MBS stations to Treasure Hour of Song, making total of 113 MBS stations Thurs. 9:30-10 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.

ACME WHITE LEAD & COLOR WORKS, Detroit, on April 22 adds 95 MBS stations to Nick Carter, making a total of 110 MBS stations, and shifts program from Sun. 3:30-3:45 p.m. to Sun. 5:30-5:45 p.m., replacing The Shadow, to be discontinued April 15 on 42 MBS stations Sun. 5:30-5:45 p.m. Agency: Henri, Hurst & McDonald, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Duz), on April 16 shifts Road of Life from Mon. thru Fri. 11-11:15 a.m. on 135 NBC stations to Mon. thru Fri. 10:30-10:45 a.m. with locally recorded repeat on 7 Pacific Coast and 6 Ariz. stations 11-11:15 a.m. Agency: Compton Adv., N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on June 3 for 17 weeks replaces Jack Benny with Wayne King's orchestra on 144 NBC stations Sun. 7-7:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Crisco, Dreft), on April 13 discontinues Star Playhouse on 74 NBC stations Mon. thru Fri. 11:30-11:45 a.m. and on April 2 starts Joyce Jordan on 74 NBC stations Mon. thru Fri. 10:45-11 a.m. Agency: Compton Adv., N. Y. (Crisco) and Dancer-Fitzgerald-Sample, N. Y. (Dreft).

WESSON OIL & SNOWDRIFT SALES Inc., San Francisco (salad oil), on March 26 shifted Noah Webster Says on 7 NBC Pacific stations from Mon. 9:30-10 p.m. (PWT) to Thurs. 9:30-10 p.m. with delayed repeat on KGU Honolulu. Agency: Fitzgerald Adv., New Orleans.

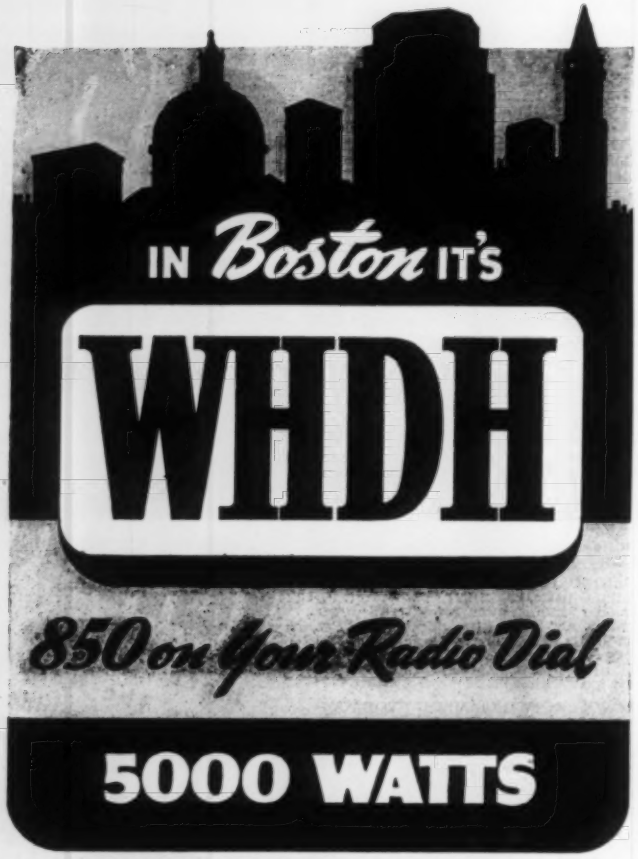
HALL BROS., Kansas City (Hallmark greeting cards), on April 8 shifted Hallmark's Charlotte Greenwood Show from 183 Blue stations Sun. 3-3:30 p.m. to about 183 Blue stations Sun. 5:30-6 p.m. Agency: Foote, Cone & Belding, Chicago.

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), on March 19 changed name and format of Aunt Jemima show on Blue, Mon. thru Fri. 9:25-9:30 a.m. (CWT) to Chuckles in the News featuring Herb Newcomb in amusing news items. Agency: Sherman K. Ellis Co., Chicago.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes), on June 12 replaces Hildegarde Raleigh Room on 136 NBC stations Tues. 10:30-11 p.m. with 45-piece orchestra conducted by Sigmund Romberg. Agency: Russel M. Seeds Co., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Duz), on April 2 replaced The Goldbergs with Young Dr. Malone on 132 CBS stations Mon. thru Fri. 1:45-2 p.m. Agency: Compton Adv., N. Y.

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA
In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.
KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.



National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 30 TO APRIL 6 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION

APRIL 3

920 kc KFNF Shenandoah, Ia.—Designated for hearing application for transfer control from Henry Field to Midwest Broadcasting Co. Designated for further hearing in consolidated proceeding with transfer application, license renewal application.

710 kc WFTL Miami—Granted request to change call to WGBS.

770 kc WLB Minneapolis—Granted request to change call to KUOM.

NEW-890 kc Henderson Radio Corp., Henderson, N. C.—Adopted memorandum opinion granting mod. CP new station to make changes in antenna, trans. and studio sites; further ordered CP as mod. be issued (WHNC).

1230 kc WMFR High Point, N. C.—Granted vol. assgn. license from Radio Station WMFR Inc. to James E., James E. Jr., Helen M. and Molly H. Lambeth d/b Radio Station WMFR.

1230 kc WRBL Columbus, Ga.—Granted vol. assgn. license from Columbus Broadcasting Co. to J. W. Woodruff, J. W. Woodruff Jr., and E. B. Cartledge Jr. d/b Columbus Broadcasting Co.

1240 kc KICD Spencer, Ia.—Granted transfer control from L. W. Anderson to Ben S. Sanders through transfer 309 sh (64⅔) common, 120 sh (47%) preferred for $19,000.

ACTIONS BY ADM. BOARD

APRIL 2

Crosley Corp., Washington—Placed in pending file application for new FM station.

WKBH LaCrosse, Wis.—Same.

Mobile Daily Newspapers, Mobile Ala.—Same.

Hopkinsville Broadcasting Co., Hopkinsville, Ky.—Same.

Henderson Broadcasting Co., Henderson, Ky.—Same.

UAW-CIO, Detroit, Los Angeles, Cleveland, Flint, Newark, Chicago—Same.

Findlay Radio Co., Findlay, O.—Same.

Scripps-Howard Radio Inc., Cleveland—Placed in pending file application for new commercial TV station.

Sacramento City Unified School District, Sacramento—Placed in pending file application for new noncommercial educational station.

ACTIONS ON MOTIONS

APRIL 4

Midstate Radio Corp., Utica, N. Y.—Passed over petition to intervene in hearing on application of Copper City Broadcasting Co. for new station.

Utica Broadcasting Co., Utica, N. Y.—Same.

WMFF Plattsburgh, N. Y.—Granted petition to intervene in hearing on application of The Brockway Co. for new station Massena, N. Y.

Copper City Broadcasting Co., Rome, N. Y.—Commission on its own motion postponed hearing now set 4-11-45 to 5-11-45 re application new station.

Tentative Calendar . . .

APRIL 9

WCHS Charleston, W. Va.—License renewal.

APRIL 10

WGBF Evansville, Ind.—License renewal.

Applications . . .

APRIL 3

NEW-43.5 mc WRVA Richmond,—CP new FM station, 17,898 sq. $124,600 estimated cost.

NEW-48.1 mc William Henry Winston-Salem, N. C.—CP new developmental station, 160.7 w A3 and emission.

NEW-1450 kc Herald Pub. Co. Klamath Falls, Ore.—Mod. CP authoring new station for changes in antenand change trans. and studio (KFLW).

NEW-48.9 mc KTFI Twin Falls,—CP new FM station, 2,640 sq. $16,400 estimated cost.

APRIL 4

NEW-48.3 mc Bradford Publicat Inc. Bradford, Pa.—CP new FM stat 5,502 sq. mi., $36,050 estimated cost.

NEW-46.1 mc WTSP St. Petersb Fla.—CP new FM station, 5,940 sq. $57,500 estimated cost.

NEW-48.9 mc KGFF Shawnee, Okla. CP new FM station 2,766 sq. mi., $15, estimated cost.

NEW-47.5 mc WMFD Wilmingt N.C.—CP new station, 4,800 sq. $30,000 estimated cost.

APRIL 5

NEW-1340 kc Martinsburg Broadcasting Co., Martinsburg, W. Va.—CP standard station 250 w unlimited.

560 kc WQAM Miami—Transfer control from W. W. Luce, F. M. Bort and Frances Hester Borton, trustees Frederick Eugene Borton, Frances ter Borton and Oria Janice Miller; William W. Luce and Marshall G. L trustees for Rosemary C. Luce Marshall G. Luce to Miami Herald Co.

NEW-47.7 mc WCCO Minneapol CP new FM station, 12,150 sq. $91,700 estimated cost.

920 kc KFPY Spokane—Transfer control from Frances R. Symons, Art L. Bright and Frances R. Symons, Craney and Spokane & Eastern Bra of Seattle First National Bank, tr tees under will of Thomas W. Sym Jr., to E. B. Craney, Queen City Broa casting Co. and John W. Wheeler.

770 kc KOB Albuquerque, N. M. Extension special service authoriz 770 kc 25 kw N 50 kw D unlimited.

APRIL 6

NEW-44-50 mc William H. Block Indianapolis—CP new commercial station, Channel 1 as proposed in a cation, ESR 1045.

COPIES

BY DIRECT CUTTING OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE *—packaged and shipped from Chicago.*

Aluminum based material available for broadcast use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

MORE FOR YOUR MONEY

KTFI
TWIN FALLS · IDAHO

CHNS
THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

Okinawa Covered From Radio Plane

Blue's Larry Tighe Makes Live Broadcast Over Beachhead

FROM THE NOSE of a B-29, Blue-ABC Correspondent Larry Tighe on April 1 made radio history with his eye-witness account of the American invasion of Okinawa. While previous "plane-views" of battle scenes have been recorded on the spot and rebroadcast, Mr. Tighe's pooled broadcast was heard in the United States live direct from the plane, in what is believed to be the first radio report of its kind. Clarke Sanders, Blue engineer, was at controls.

The photo reconnaissance plane's signal was picked up and amplified by the Navy station in Guam for instantaneous relay to America some 8,500 miles away and retransmitted from the West Coast over the Blue. Philco's *Radio Hall of Fame* Sunday 6-7 p.m. was interrupted at 6:40 p.m. for the five-minute broadcast, and Mutual cut into Upton Close's program for Lumberman's Mutual Casualty Co., with a pickup at the same time.

High point of Mr. Tighe's broadcast was his description of an attack on his plane by a Jap Zero. Against a background of gunfire, his smooth description of the enemy plane's approach was interrupted by an explosive sound, some reporting to have heard Mr. Tighe murmur "We got him," and heave a sigh of relief.

Lt. Comdr. Jack Hartley, officer in charge of Navy Radio Public Relations Section, now on temporary duty as radio public relations officer, CINPAC, and Webley Edwards of CBS are credited with conceiving the idea of news coverage from over the beachhead. Comdr. Hartley was assistant director of news and special events with NBC before joining the Navy.

CBS Don Pryor, at 10:35:30 a.m. the same morning had given the first eyewitness account of the invasion, speaking from a flagship. The Blue's Norman Paige came in at 12:22:30 p.m., NBC's first eye-witness account on the *Army Hour*.

TECHNICAL

DOMINION ELECTRICAL MFG. Co., Mansfield, O., has been appointed exclusive export representative by the Philco International Corp., New York, in all countries except continental United States and Canada.

ARTHUR MUNKER, formerly with KSRO Santa Rosa, Cal., has been added to the technical staff of KWG Stockton. **LEE BERRYHILL**, KWG chief engineer, has entered the armed forces.

WILLIAM D. LODGE, CBS director of general engineering, after inspecting the network's Mt. Wilson, Cal. television site, as well as other FM and television tracts in that area, has returned to his New York headquarters.

RAY BIRCH, formerly freelance writer-producer, has joined CBS Hollywood engineering staff.

STUART M. FINLAYSON has been appointed general manager of Canadian Marconi Co., Montreal, succeeding **R. M. BROPHY**, resigned. Mr. Finlayson has been deputy general manager for seven years.

E. EDWIN LUTZ, USNR, former WFBL Syracuse control room engineer, after several months of sea duty is now located at the Norfolk Training Base.

WILLIAM A. ERICKSON, former studio and recording engineer of OWI London, has joined Blue Hollywood as studio-field engineer.

LYMAN SMITH, head of the recording division of KMTR Hollywood, fractured his left arm playing baseball.

NORBERT SHAFFER, Hollywood industrial design engineer, has joined Universal Microphone Co., Inglewood, Cal.

ARNOLD MOLLOY has joined the engineering staff of WSAR Fall River, Mass.

ALTON C. TRIPP, WPTF Raleigh control supervisor, is the father of a boy.

POSTWAR radio expansion plans are in the making throughout Latin America according to **F. J. ROBINSON**, Latin American sales manager for Sylvania Electric Products Inc., New York, who recently returned from an extensive tour of the American republics. Establishment of new stations as well as increasing power of existent stations is widely discussed, Mr. Robinson said, but all plans are held up pending availability of equipment.

ZENITH RADIO Corp., Chicago, reports an estimated consolidated operating profit for the first nine months ended Jan. 21, 1945 of its current fiscal year, amounting to $5,850,605, after depreciation, excise taxes and reserves. This includes reserves for voluntary price reduction and renegotiation on war contracts, before provision for federal income and excess profits taxes.

LEAR Inc., New York, producer of aviation communications equipment, at a press luncheon this Tuesday at the Waldorf-Astoria Hotel, New York, will demonstrate the Lear wire recorder, showing how it can be used in the home, office, the entertainment and information fields. William P. Lear, president, will be present. Public demonstration of the equipment, heretofore unpublicized, ties in with Lear's recently announced plans to enter the television and radio set market after the war.

Pryor Lindsay Watts

PRYOR LINDSAY WATTS, an RCA theatre service engineer before the war and recently an airborne radar specialist in the Government Group of the RCA Service Co., was killed March 5 in a plane crash at the Army Air Base at Orlando. He had been preparing for an overseas assignment. A graduate of Virginia Polytechnic Institute in 1929, Mr. Watts joined RCA in 1935 after a year as a flying cadet in the Army Air Corps and several years on the research staff of Western Union. He was assigned to the Government Group and had served in Newfoundland, Iceland and the United Kingdom and at most of the naval stations in the U. S., receiving many official Navy commendations for his work.

Herbert W. Forster

HERBERT W. FORSTER, 47, Western Electric Co. advertising manager, died March 30 at Roosevelt hospital from a heart attack. He was a resident of Rockville Centre, L. I., is survived by his widow, the former Greta Voelcker, of New York City and two children, Virginia, 23, and Claire Ann, 14. Graduated from Columbia College, he worked as a chemist, then a newspaper reporter and began his career with Western Electric in 1924. He was active in civic and social organizations in his home community.

Marine Recruiting

AT the request of the War Shipping Administration the OWI Domestic Radio Bureau has been conducting a continuing campaign on Merchant Marine recruiting. From July 1943 to December 1944 the programs carrying these messages achieved 1,822,461,000 listener impressions, enough to reach every listener in the country more than 18 times. Estimated value of network and station contributions during the 36-week campaign is approximately $3,497,900.

Raymond K. Strong

RAYMOND K. STRONG, for 21 years WGY Schenectady technician, died April 1. He is survived by his wife and 12-year-old triplets, Raymond K., Joan and June.

PHILCO Service, world-wide appliance servicemen's organization, has been formed to establish high standards in the profession, Robert F. Herr, vice-president in charge of Philco Corp. service has announced. Membership of 25,000 qualified servicemen is predicted.

San Antonio's Full Time Full Schedule CBS OUTLET for a 64 COUNTY SALES AREA THAT INCLUDES 24.35% OF TEXAS' POPULATION

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HOLLISTER CRYSTAL CO.

Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

First class engineer wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and salary expected in first letter. Box 399, BROADCASTING.

Announcer-newscaster—Wanted by basic major network affiliate in northern New England. Box 459, BROADCASTING.

First class engineer wanted for progressive 250 watt Blue-Mutual station in northeast Texas. Send qualifications and salary requirements to Box 466, BROADCASTING.

Wanted—Operator, first class license. Immediately. Send complete story first letter. Permanent. Box 472, BROADCASTING.

Wanted—Announcer. Give complete details first letter. Immediate opening. Box 473, BROADCASTING.

Have permanent position open for first or second class license. Time and half over forty hours. Apartment available at transmitter if desired. If interested write or wire. Box 474, BROADCASTING.

Announcer for splendid position in southeastern Blue affiliate. Congenial permanent staff to work with. No board work, no continuity. Excellent opportunity for man with production ability. Salary $45 per week. Box 478, BROADCASTING.

Transmitter engineer, 1st class license, guaranteed weekly earnings, $52 per week with 5 kilowatt CBS New England station in small city with better than average living conditions. Immediate opening. Box 484, BROADCASTING.

Technician—Draft exempt, first class license. Progressive Ohio Blue Network station. Box 495, BROADCASTING.

Outstanding 5 kw regional station with reputation of being a good place to work is in need of an experienced practical radio man who can write and supervise production of local programs. Earning at start $100.00 a week. Box 496, BROADCASTING.

Commercial man or woman to sell advertising for one of Florida's oldest regional stations in an excellent market This is a real opportunity for a salesman or saleswoman who would like to live in Florida and build a real future for themselves in radio advertising. This opening is for permanent man or woman, no floaters need apply. Write giving full particulars about age, draft status and income requirements. Box 498, BROADCASTING.

Operator—An experienced radio operator with first class ticket wanted by Florida regional 5 kilowatt station. This is a permanent position for a well qualified man. Working conditions excellent in a good town to live in. Write giving experience, age, draft status and salary requirements. Box 499, BROADCASTING.

Can use another top announcer. Call or wire collect WSAM, Saginaw, Michigan.

Transmitter engineer. First or second class ticket. Give complete data including availability. Box 504, BROADCASTING.

Southern regional station major metropolitan market, network affiliate, wants program-production manager. Permanent job. Write immediately. Box 505, BROADCASTING.

Assistant manager by North Carolina local; network affiliate. The man we want has all-around radio and sales background, not afraid of hard work, and not too high hat for some mike work. Must be steady and possess excellent references. Our staff knows of this ad. Replies confidential. Box 506, BROADCASTING.

Announcer — Experienced for general studio routing. Permanent. State full particulars in first letter. WAKR, Akron 8, Ohio.

Experienced staff announcer at WINX, Washington, D. C.

Help Wanted (Cont'd)

Announcer, top rate, for news, records, and M.C. ad lib shows. Not a duration job but one that offers quick advancement to executive status if you can deliver. Top starting salary. 5 kw network affiliate. Proven record of performance and stability required. Reply in confidence, giving full information about yourself, including salary desired and small photo. Box 514, BROADCASTING.

Important southwest CBS station needs good, dependable commercial announcer in permanent position at good salary, in young state, offering plenty of opportunity and excitement. Write, phone or wire Bill Bryan, KOMA, Oklahoma City.

Wanted—First class engineer. Permanent. Excellent opportunity for advancement. IKW Blue station. Give complete details first letter. WTJS, Jackson, Tennessee.

Wanted — Continuity writer. Not for spots alone, but a writer capable of handling continuity department and converting ideas into finished program. KGNC, Amarillo, Texas.

Alaska broadcasting station has opening for operator announcer with first or second class license. Starting salary about $250. We pay transportation from Seattle on year contract. Write or wire Edwin A. Kraft, 708 American Bldg., Seattle, Wash.

First class announcer, salary and talent $60.00 a week. Radio station WDAK, Columbus, Georgia.

Ideal job available for topnotch announcer. Top pay. Ideal working conditions. Please submit audition record to WNEX, Bibb Building, Macon, Georgia.

Another announcer wanted at once. Send transcription and details. WDRC, Hartford 4, Conn.

Two engineers—with first class license to work under ideal conditions for $42.50 plus time and one-half for all overtime. List all your qualifications, age, draft status, availability and mail to Chief Engineer, Radio Station KMA, Shenandoah, Iowa.

WANTED—STUDIO AND TRANSMITTER BROADCAST TECHNICIANS. NEW YORK NETWORK KEY STATION. GOOD POSTWAR PROSPECTS. STATE FULL QUALIFICATIONS. BOX 517, BROADCASTING.

Wanted—Transmitter engineer with radio-telephone first class license. Address replies to Chief Engineer, WIBX, Inc., Utica, N. Y.

HELP WANTED — EXPERIENCED TRANSMITTER ENGINEER FOR 5 KW CBS AFFILIATE. PERMANENT POSITION. $225.00 MONTHLY WITH 10% ANNUAL SALARY BONUS ADDED. COMPANY PROVIDES COMPLETE HOSPITAL AND SICK AND ACCIDENT INSURANCE FOR EMPLOYEES AND FAMILY. WRITE OR WIRE QUALIFICATIONS TO ODES E. ROBINSON, RADIO STATION WCHS, CHARLESTON, WEST VIRGINIA.

Chief engineer wanted on KGFW, Kearney, Nebr. Permanent man showing initiative and responsibility has privilege of securing interest in business if desired. Write complete particulars, immediately.

Situations Wanted

Announcer-producer. Limited experience local and major networks. Background of stage-MC-producer, dramatic director. Want radio production. University graduate in Business Administration. Age 24. Veteran. Disc available, references, I will state all facts first letter. I have versatility, what is your offer? Box 480, BROADCASTING.

Radio promotional writer, college graduate, continuity, newspaper experience. Formerly advertising manager of department store; now employed. Desires publicity and public relations work. Box 486, BROADCASTING.

Available—Station executive. 15 years experience including: assistant general manager, program director, continuity director, personnel inter-department organization and set-up, music copywrite expert, talent chief. A-1 references, draft exempt. Inquiries confidential. Box 489, BROADCASTING.

Announcer. Age 26. Experienced. RCA-Gates equipment. Dependable. Deferred. Minimum $50. Box 503, BROADCASTING.

Situations Wanted (Cont'd)

Operator first class. At present working. Desires better and permanent position. Write salary and working schedule. Box 497, BROADCASTING.

Engineer-teacher—32 and 4F, available May 1 or June 1. 1st phone, 2nd telegraph licenses. Experienced operator-technician and teacher. Consider chief engineer of broadcast station, zone police or teaching or any combination of same. Excellent references including present employer. Prefer southern city. Box 501, BROADCASTING.

Humor is a salesman. Gag man with plenty ideas. Varied radio education includes production, advertising, promotion and some technical. Recording sent. Box 502, BROADCASTING.

Attention Washington area: Script-copywriter desires free lance or full time work with station or agency. Public service and educational experience as well as commercial. Box 494, BROADCASTING.

Partner of national accounting firm seeks executive position with progressive business concerns. Although still young, he has 20 years continuous experience with one prominent firm in direction and management of extensive national accountancy and taxation practice. Well-known professionally, and active member of accountancy societies. Box 507, BROADCASTING.

Available now—First class operator, thoroughly experienced with remotes, recordings, and maintenance. Wants permanent position where can get acquainted with selling or announcing ends of broadcasting. Box 509, BROADCASTING.

Experienced salesman or commercial manager for good regional station. Married, 40 years of age. Outstanding record in four station market of half million. Best references. Box 510, BROADCASTING.

Experienced sports announcer available on two weeks notice. Baseball play by play and rebroadcast, basketball, football, boxing. Straight sportscast, interviews. 4F, 29, married. 6 years experience sports and staff. Will go anywhere. Minimum salary $400 monthly. Box 513, BROADCASTING.

After 4 years as announcer, production manager, supervisor with leasing network outlet, would like announcer, newscaster, production job with progressive station. Must be position to equal or better present income. Box 515, BROADCASTING

Engineer-Studio. Thoroughly qualified. Married and stable. Want permanent position with network or progressive station. Excellent record and reference. West or west coast preferred. Box 518, BROADCASTING.

Wanted to Buy

Wanted—Everything for 100 watt station. Cash, trade, lease. Box 438, BROADCASTING.

1000 watt transmitter. Box 508, BROADCASTING.

For Sale

Best offer takes one RCA 44BX and one 77B microphone. Used but cannot be told from new. Box 512, BROADCASTING.

Two used beacons and 8 tower obstruction lites. Also, fire extinquishers. Box 516, BROADCASTING.

100-watt composite transmitter, suitable for FCC approval. $2,000.00. Regional Radio Sales, 231 W. Wisconsin Avenue, Milwaukee 3, Wisconsin.

250-watt composite transmitter, suitable for FCC approval $2,600.00. Regional Radio sales, 231 W. Wisconsin Ave., Milwaukee 3, Wisc.

250-watt composite transmitter, just rebuilt, fine condition, ready for FCC approval, $2,900.00. Regional Radio Sales, 231 W. Wisconsin Ave., Milwaukee 3, Wisconsin.

Western Electric 6B 1000 watt amplifier. Reasonable. Box 519, BROADCASTING.

Complete broadcasting equipment available—RCA 78B console and amplifier complete with tubes. RCA meter panel. W.E. relay rack. W.E. 80A amplifier. W.E. 82A amplifier. W.E. 8A rectifier. W.E. 265A control panel. W.E. 263A voltage regulator filament supply. W.E. 700A volume indicator. W.E. 1000 watt transmitter complete with tubes. Make me an offer. First come first served. Special consideration if sold as one unit. Box 520, BROADCASTING.

Grace and Bement Merg With Grant Advertisi

GRACE & BEMENT Inc., Detro merged with Grant Advertisi Inc., effective March 31, to fo a Detroit office of Grant, it h been announced by Will C. Gra president Grant, and E ward R. Gra president Grace & Beme

Mr. Grace

Mr. Grace vice - preside and will perfo important fu tions in the ov all manage of Grant Adv tising as well the direction of activities in the D troit area. Austin F. Bement, v president, is a major in USAAF, which he joined in summer of 1942. Louise C. Gra vice-president of Grace & Bem will continue as director of resea and media in the Detroit office Grant, and other department he who are retaining their posts ar R. Bracken, general manager; J son O. Ross, art director; Ka Campbell, copy chief; A. C. Schei head of the plan board; Jack Ma production manager; R. M. Bou copy and contact, and Marily Willis, account supervisor.

Still other offices are to be inc porated in the Grant network the near future, according to Grant, who named London, Los A geles, Sydney, Auckland and Sha hai as considered, with actual ploratory work for London alre under way.

PRODUCTION-CONTINUITY MANAGER

A real opportunity for a experienced, capable and conscientious man. Metro politan market. 5 kw basi network station, Nort Central region. Permanen position with post war se curity and advancement Must be top flight an nouncer and copy writer able to supervise work o others. Some air work and writing required. In repl give age, experience in de tail. Draft and famil status, starting salary ex pected. Attach snapsho and give home phone num ber. All replies confide tial.

BOX 511, BROADCASTING

New Suit Complicates Buffalo Duopoly Action

FURTHER complications in the projected separation of the Buffalo Broadcasting Corp. stations—WGR and WKBW—under the FCC's duopoly regulation (Sec. 3.35), developed last week with the filing of a suit by Churchill Tabernacle for a new mortgage on WKBW to replace security given by BBC 15 years ago.

Controversy over the Tabernacle claim figured in a recent hearing before the FCC and the station has held a temporary license renewal. Because of that cloud, BBC has been unable to comply with the FCC's request that it terminate its dual ownership of stations, in compliance with the FCC's duopoly order of last year. A proposed report by the FCC is expected.

In the new bill, Churchill contends that when WKBW was granted an increase in power from 5,000 to 50,000 w in 1941, it was moved to a new location and the Tabernacle mortgage became of "little or no value". The complaint states BBC promised the Tabernacle a first mortgage on the property at the new location. It concedes both parties agreed upon the form of the contract but that the defendant now "refused to execute" the mortgage.

TWO ASSIGNMENTS, TRANSFER GRANTED

TRANSFER of control of KICD Spencer, Ia., and voluntary assignments of license of WMFR High Point, N. C., and WRBL Columbus, Ga., were granted by the FCC last week.

In the KICD transaction, Ben. B. Sanders, commercial representative of WNOX Knoxville, acquires 309 shares (64%) common and 120 shares (47%) preferred stock of Iowa Great Lakes Broadcasting Co., station licensee, from L. W. Andrews for a consideration of $19,000 less an amount by which accrued and current liabilities exceed accrued and current assets by more than $5,882 as at date of settlement. Mr. Andrews' health requires that he move to another climate, according to application.

WMFR High Point, N. C., was granted assignment of license from James E. and Helen M. Lambeth to a new partnership which includes four other members of the Lambeth family. No money was involved.

WRBL was granted consent to shift from a corporate form to a partnership composed of the same persons and interests: J. W. Woodruff, 50%; J. W. Woodruff Jr., 48%, and E. B. Cartledge, 2%. No money involved.

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Radio Engineering Consultants
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MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
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High Power Tube Specialists Exclusively

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LYN PEL
and
"A Dispatch from Reuter's"
WKAT 4th YEAR

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One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
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GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

BUY WAR BONDS

"PHOENIX AND TUCSON
WILL TAKE ALL PRODUCED"
THE SHADOW
Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C.

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An Organization of
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DEDICATED TO THE
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Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

At Deadline...

NOMINATING PETITIONS FOR NAB DIRECTORS MAILED

NOMINATING petitions for NAB directors-at-large were mailed last week to all members.

Board nominating committee on Feb. 28 named these: Large stations, W. A. Summerville, WWL New Orleans; J. Leonard Reinsch, WSB Atlanta; J. O. Maland, WHO Des Moines; Lee B. Wailes, KDKA Pittsburgh. Medium stations, G. Richard Shafto, WIS Columbia, S. C.; T. A. M. Craven, WOL Washington; Robert E. Priebe, KRSC Seattle; C. T. Hagman, WTCN Minneapolis; E. E. (Ted) Hill, WTAG Worcester, Mass.; George M. Burbach, KSD St. Louis. Small stations, Dietrich Dirks, KTRI Sioux City, Ia.; Clair McCullough, WGAL Lancaster, Pa.; Dale L. Taylor WENY Elmira, N. Y.; Matthew D. Bonebrake, KOCY Oklahoma City; Marshall Pengra, KRNR Roseburg, Ore.

Paul Morency, WTIC Hartford, who was nominated as director-at-large, was reelected District 1 director, thus withdrew from the large station race. Franklin M. Doolittle, WDRC Hartford, has withdrawn as candidate for medium director-at-large.

NEW 'EDEX' SERVICE

TRANSRADIO Press Service, New York, has added a special service called Edex, news of particular interest to editors and executives. Service provides specialized Washington bureau coverage for full-subscriber stations and also offers three other new services: (1) a new form of interpretative dispatch called "Commentique" consisting of about 300 words approximately once an hour; (2) a radio intelligence news letter of spot business news sent twice daily, and (3) a special feature type of news service stressing women's news and by-line sports articles.

SEEKS TV OUTLET

WILLIAM H. BLOCK Co., Indianapolis department store, last week filed with the FCC an application for a new commercial television station on 44-50 mc, Channel 1 of proposed allocation. Outlet would have effective signal radiation of 1045. Firm has pending application for a new FM station on 43.7 mc with coverage of 9,316 sq. mi.

N. Y. MUSICIAN EARNING

NEW YORK union musicians collected approximately $27,000,000 during 1944, it is estimated by Harry A. Suber, treasurer of AFM Local 802.

WCPO'S FOUR BAGGER

WCPO CINCINNATI has asked other four Queen City outlets—WLW WSAI WCKY WKRC—for spot announcement availabilities April 10-18. Spots, if granted, will be used by WCPO to promote its baseball broadcasts. They will be 30 second ET's recorded by Waite Hoyt who, assisted by Lee Allen, begins exclusive broadcast of Cincinnati Reds' play-by-play April 17. Action recalls use of spots by KGW Portland on WQXR New York.

SHUPERT NOMINATED FOR PRESIDENCY OF ATS

GEORGE T. SHUPERT, assistant to the president, Television Productions Inc., has been nominated for president of American Television Society for the 1945-46 season, heading the slate of candidates whose selection by the ATS nominating committee is tantamount to election. Other nominees include: Vice-president, David Hale Halpern, Henry Souvaine Inc.; treasurer, Don McClure, N. W. Ayer & Son; secretary, Alice Pentlarge, WQXR New York; Dan D. Halpin, RCA Victor; Prof. Edmund C. Cole, Yale U.; Evelyn Pierce, Compton Adv.; Theodore Huston, Ruthrauff & Ryan; John Florey, Grant, Florey & Williams; Charles H. Kleinman, RCA; Hubert E. Taylor Jr., Allen B. Dumont Labs. Election will be held at May meeting.

WILLIAM HILLMAN JOINS MUTUAL IN WASHINGTON

WILLIAM HILLMAN, veteran foreign correspondent and former European manager of *International News Service*, becomes a Washington correspondent for MBS April 15 [CLOSED CIRCUIT, April 2].

Announcing the new arrangement with Mr. Hillman last Thursday, Charter Heslep, MBS Capital representative, said that Mr. Hillman would continue as Washington manager for *Crowell-Collier Publications* and as an associate editor of *Collier's Magazine*. Mr. Hillman has for several months been featured in a world commentary on the Blue Network.

BEACH WEATHER

BEACH FANS in Southern California can time their sunnings to official "every hour, on the hour" weather reports to be started on KECA Los Angeles on May 12 and 13. In cooperation with weather bureau, station will present hourly readings on temperature of beach air and water, as well as fog conditions during 7 a.m. to 1 p.m. period on Saturdays and Sundays throughout the summer.

NBC AIRS CANCER TALK

NBC IN COOPERATION with the month-long campaign of the American Cancer Society will present a talk April 13, 10:45 p.m., by Eric A. Johnston, executive council chairman of the society and president of the U. S. Chamber of Commerce, on "Cancer is Bad Business". Society has sent dramatic, musical and spot announcement recordings to 914 stations this month. Recordings handled by Blue-ABC.

PICKARD TO RED CROSS

SAM PICKARD, former member of the old Radio Commission (1927-1929) and afterward CBS station relations vice-president (1929-1936), has joined the American Red Cross as an assistant field director. Cleared for overseas duty on March 31 after training in Washington and at Fort McClelland, Ala., he now may be en route to a war theatre. Mr. Pickard still holds minority station interests, one of which (WOKO Albany) is in dispute.

FALL-WINTER DATA

FALL-WINTER 1944-45 continuing measurement of radio listening reports for 58 cities, based on calls to more than 2,500,000 homes, are being distributed by C. E. Hooper Inc.

Closed Circuit

(*Continued from page 4*)

tieup between KIRO and KFPY and perh other stations in area on a Northwest "qua group" basis.

ABOUT MID-APRIL, WBT Charlotte wil knocked down by CBS to the highest quali bidder, subject to FCC approval. More tha dozen different groups now have made quiries, but only few have made offers. M of these in neighborhood of $1,000,000.

WATCH FOR EXPEDITIOUS action by F on cases which have been pending for m than two years. Reason for delay: files pe nent to cases were impounded by House Se Committee to Investigate the FCC and returned until January. Aim at Commissio to clean up old business before construc restrictions are lifted.

People

BURTON BRIDGENS, WRC Washington p ducer, has been appointed continuity acce ance editor succeeding Eugene Juster who previously named assistant program mana in charge of public service.

DON COOKE, account executive of O'N Larson & McMahon, Chicago, for the past months and previously assistant to his broth Jack, owner of CKEY Toronto, has joined W liam G. Rambeau Co., Chicago, as sales rep sentative.

PALMER CLARK, radio director of Sher K. Ellis Co., Chicago, has resigned effec April 15. No replacement has been named.

E. L. BUSHNELL, director-general of p grams, Canadian Broadcasting Corp., Toron has returned to Canada after visiting Canad troops in Europe following the British Co monwealth broadcasting conference at Lond

LYNN THOMAS, former writer on *Pac War Map* on CBS Pacific stations, has be assigned network correspondent in the So Pacific area.

FRANK PRENDERGAST, sales manager WTMV E. St. Louis, is one of the team c tains of the St. Louis Advertising Club W Activities Committee drive for War Loan p motion campaign funds.

JOSEPH R. HAINLINE, Army lieutenant inactive duty, has been added to NBC's P cific staff. Now in Iwo Jima, Mr. Hainline w one of two officers who drew up the civil a fairs plan for censorship and communicati in the Japanese islands.

HAL CARLOCK, publicity director of K Los Angeles, has resigned to join Blue Ho wood publicity staff. Kay Greenenbaum a Eugenie Christopherson have been added network's Hollywood traffic department placing Mary Simpson and Sherrill Mason.

JOHN J. LOUIS, New York vice-president Needham, Louis & Brorby, is in Hollywood discuss summer replacement show on NBC *Fibber McGee & Molly*.

"...to WLW for outstanding reporting of the news"

GEORGE FOSTER PEABODY
LOVER OF MEN
AWARDED BY THE UNIVERSITY OF GEORGIA FOR CONSPICUOUS SERVICE IN RADIO BROADCASTING
CONSTITUTION
19 WLW 44

In History's Year of Decision!

The Nation's Station is proud to receive, this week, one of radio's most coveted citations—the 1944 George Foster Peabody Radio Award for Outstanding Reporting of the News.

It is gratifying testimony that we have administered well our self-appointed task of making the millions who dial 700 in the four-state area of WLW-land "the best informed radio audience in the world".

It is an inspiration to continue to use our best efforts to improve this "outstanding reporting of the news" in 1945 . . . and thereafter, so long as news shall retain its urgent importance to the nation and to the people we serve.

WLW
The Nation's Station
DIVISION OF THE CROSLEY CORPORATION